

THE REPORTER OF

Direct Mail

advertising

HOW TO MAKE YOUR

MORE



cut
that
waste

!

...with new Stan-Pak Run-Rite Papers

When too much of your duplicating run ends up in the wastebasket, it's time to ask questions. Often of the *paper*. Is it unevenly trimmed? Too moist or too dry? Does the caliper vary?

It's not always easy to tell. But now, with new Stan-Pak® Run-Rite® Papers, you can reduce your paper waste substantially.

Trouble-Free Running

Take *flatness*. We laboratory-test all our papers right on the duplicating machines they're made for. Stan-Pak Run-Rite Papers come to you flat. Lie flat in the machine. And *feed* flat.

But really trouble-free running calls

for many *more* qualities. Controlled moisture to avoid static conditions and insure good printability. Accurate trim and finish to prevent feeding jams. Even caliper, uniform weight and careful surface sizing to give you sharp, clean ink impressions.



You get them *all* in Stan-Pak Run-Rite Papers.

525 Grades, Sizes and Weights

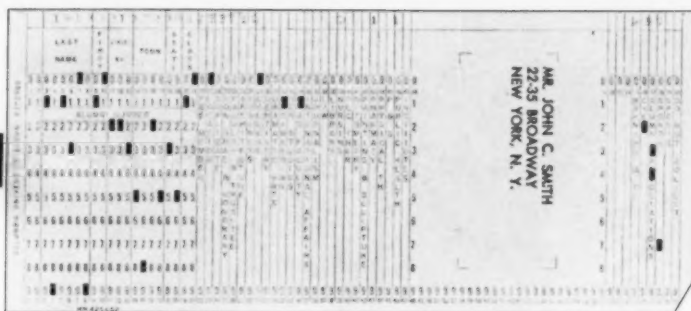
This brand new line answers just about every office need in printing and duplicating papers. Under the Stan-Pak Run-Rite name you'll find the grade, color and weight you want—at a sensible range of prices to suit your budget.

Next time you order paper, try the brand that's made to *run right*. Through the duplicating machine. On the press. In the typewriter.

We're confident you'll specify it every time.

SCRIPTOMATIC ADDRESSING SYSTEM:

each customer's profile . . .

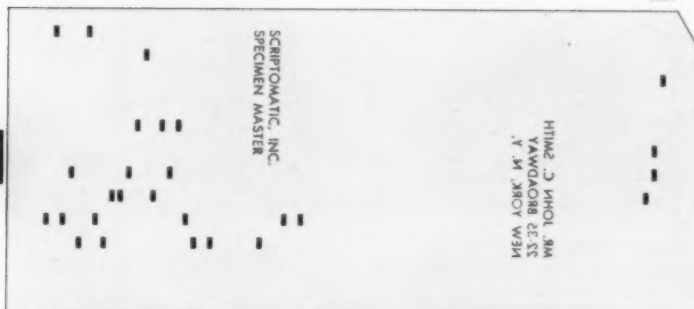


Any punched or plain card
becomes a Scriptomatic Master

Front

Back

an address card master . . .



and the key to unequalled list handling flexibility



Scriptomatic Model 10 extends the economies of card masters, (punched or plain) to nearly all list users. Conveyor-stacker available.

A Scriptomatic Addressing Machine "reads" *any* punch card . . . selectively addresses and/or skips, sorts and counts as programmed—and *without* disturbing card file sequence! Masters are made in seconds on an electric typewriter . . . print *directly* to almost any size and type of mailing piece. Address masters remain the integral part of your card filing system. Dollar savings are as substantial as the cost of paper versus metal plates—with bonus savings in lower labor costs and up to 75% less filing space.

Scriptomatic represents the "perfect marriage of punch card records and addressing equipment". No other addressing and data writing system permits such versatility *and* economy for production operations—and there's a Scriptomatic model designed for your specific needs. Write today for detailed data, and case histories in your field.



Modern Addressing—Data Writing Machines and Methods

SCRIPTOMATIC, INC.

1107 Vine Street • Philadelphia 7, Pennsylvania

Printed in U.S.A. S1003

STOP BUYING ENVELOPES



Whether you sign purchase orders or business letters, you've got a big stake in the envelopes your company uses.

Why is envelope buying so important? Because getting the right envelope can make a big dollar-difference in the operation of a business.

The right envelope is right in quality, design, construction and tailored to its job. It performs **without waste!** No stuck flaps or windows. Trouble-free inserting. Jam-free metering. Speedier mail room handling right down the line.

How to select the right envelopes? Get in touch with your Tension representative. He's a specialist, with the accumulated know-how of thousands of envelope problems economically solved. His time costs you nothing. His advice can pay you well.

Want new envelope ideas? Send for **FREE** Idea Kit.

TENSION ENVELOPE CORP.
Campbell at 19th Street
Kansas City 8, Missouri

Kansas City • Ft. Worth • Des Moines
Minneapolis • St. Louis • So. Hackensack

362

Tension Envelope Corp.
Campbell at 19th St.
Kansas City 8, Mo.



Please send me Envelope Idea Kit No. 4

Name _____

Company _____

Address _____

City _____ State _____

THE REPORTER OF **Direct Mail** advertising

Vol. 23, Number 9

January, 1961

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The Reporter of Direct Mail Advertising is published monthly at 224 Seventh Street, Garden City, L. I., New York. Subscription price is \$6.00 a year. Second class postage paid at Garden City, N. Y. and New York, N. Y. Copyright 1960 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 3 East 57th St., N. Y. 22, N. Y., receive The Reporter as an Association service. Part of their annual dues pays for a subscription.





PUBLISHING OFFICES:

224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

Henry Hoke, Jr.
Publisher

Peter S. Fischer
Field Editor

M. L. Strutzenberg
Business and Readers Service

A. L. LaMendola
Circulation

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WEST

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San Marino, California
CUMberland 3-4394



New Orleans direct mail house cuts costs because...

Machine ties 6000 pieces per hour!

With one tying machine, Swiftway, Inc., a New Orleans Direct Mail house, cut mail and bundle tying time 80%, reduced tying costs 50%, and increased mailing volume 100%.

"Our Bunn machine, along with other equipment, makes it possible for us to handle large volume special orders in short periods of time," commented Mr. Herb Matranga, President of Swiftway, Inc.

"The machine ties a variety of packages varying both in shape and size. And because the machine adjusts automatically and ties 6,000 pieces per hour, one girl now does the work that five did previously freeing the other girls for other types of work," he added.

Only a Bunn Tying Machine gives you these advantages:

Ten times faster than hand tying.

Cuts twine costs by as much as 30%.

Ties virtually anything that can be tied by hand, regardless of shape. Adjusts automatically to package size.

Anyone can operate. No experience or training needed.

Wheels easily from one location to another.

Little or no maintenance. More than 50 years of proved field service.

Free illustrated brochure explains how you can cut your tying costs. Use the handy coupon below. No obligation.

This slip-proof, tamper-proof knot  always says, "Tied by Bunn."

BUNN

PACKAGE TYING MACHINES
for over half a century

B. H. BUNN COMPANY

7605 Vincennes Ave., Dept. RD-1, Chicago 20, Ill.
Export Dept.: 10406 S. Western Ave., Chicago 43, Ill.

FREE BROCHURE

B. H. BUNN CO., Dept. RD-1
7605 Vincennes Ave., Chicago 20, Ill.

Please send free brochure which illustrates how we may cut costs with a Bunn Package Tying Machine.

Name

Company

Address

City Zone State

INSIDE OCCUPANT MAIL

OCCUPANT
239 N. 4th St.
Columbus 15, Ohio

QUESTION: HOW DOES OCCUPANT MAIL DIFFER FROM DIRECT MAIL ADVERTISING?

ANSWER: Direct mail is usually thought of as advertising to a specific list of people by name. Your prospect is an individual.

Occupant Mail Advertising is the only mass advertising media that goes to the homes of all your potential customers by area. Your prospect is a group of people . . . the family . . . the household.

Other factors which make Occupant Mail an effective mass media are:

1) Every cent spent in Occupant Mail Advertising is directed at your potential customer because you mail into homes only in those areas where your potential customers live . . . your trading areas.

2) Because Occupant Advertising is distributed through the mails, it has the greatest possible impact of any medium. You should use it to promote the sale of merchandise that has general appeal, however, this is not a hard and fast rule, because successful mailings have been made time and time again which logically should not have succeeded (but then, this happens in every phase of advertising).

Think of Occupant Mail partly as you would any other mass medium. Consider the impact your advertising will get when every one of your potential customers will be compelled to look at, handle, and read your message. It is not a matter of: "Will they happen to turn to the page my ad is on?" "Will they happen to be listening or watching at the time my commercial comes on?" Only Occupant Mail Advertising can assure you that you will have the opportunity to sell your prospect.

Occupant Mail Advertising is the only sure method of getting samples, coupons and circulars into the hands of *all* your customers even if they live in rural or sparsely populated areas. Although Occupant Mail Advertising is primarily a retail merchant's medium, it has been very successfully used to develop leads for insurance salesmen, real estate prospects and to distribute political advertising.

Free copies of Will Storing's Book "How to Think About Occupant Mail Advertising" are still available . . . write for yours.

Sincerely, Les Cullman, President

OMLA

OCCUPANT MAILING LISTS OF AMERICA INC.

239 N. Fourth St., Columbus 15, Ohio



SHORT Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

☐ **IF YOUR COMPANY** has all the money it can possibly use . . . don't pay attention to the antics of clerks in the mailroom. But if you believe in not wasting money . . . you ought to appoint someone to make a full investigation of the operations in your mailroom. Find out whether inadequately trained clerks are using more postage than they should. Is the operator of your Postage Meter machine competent? When a special letter requires 44¢ postage, is the machine changed back immediately to 4¢ for regular first-class? This comment is brought by the recurring receipt of letters and mailing pieces bearing too much postage. There is no use raising Cain about threatened increased postage rates if you don't give a hang how your own employees waste postage. A recent one-page, letter-type press release from a most prominent corporation and a reply card (both weighing less than one-quarter of an ounce) were mailed in a large (13" x 10") heavy manila envelope. Postage meter indicia shows payment of 8¢. This is a ridiculous waste of money. Possibly thousands of these letters were mailed at a loss of \$40 per thousand. The same letter could have been mailed in a #10 envelope by airmail for 7¢. All of us should make this our number one New Year's resolution. During 1961 let's stop wasting money on postage.

☐ **ANOTHER 1961 RESOLUTION** should involve not wasting money by stupid letterheads and letters. A good letterhead should tell (1) who you are, (2) where you are and (3) what you are. The "where you are" should include a telephone number and your letterhead should clearly explain what you do. No organization is so big that everyone knows everything about it. There are several million young people entering the commercial field every year who perhaps never heard of you, and care less. This comment is caused by a recent receipt of a two-paragraph letter from the president of a company who must think he is most important. We never heard of it before. But the letterhead lists four


main offices and 15 branch offices all without telephone numbers. There is no indication on the letterhead of what the corporation manufactures or supplies. But the two-paragraph letter opens with "We are proud to notify you that" certain people have been appointed as exclusive sales representatives and will have display rooms in the Merchandise Mart in Chicago. The letter ends "We are certain that you will enjoy working with them." Wouldn't it be much simpler to clearly state what the recipient is supposed to see when he visits the new display rooms?

☐ **A NEW EASY-OPEN WRAPPER** for tube-type and rolled promotional material has been developed by Denney Tag Company, West Chester, Pa. Called "Quick-Wrap," the wrapper is made from tagboard stock. It is sealed with a strip



of tape running along the trailing edge of the wrapper. It is opened by pulling a perforated strip from the sealed and rolled wrapper. The outside of the wrapper can be printed to suit the particular word or theme of the piece to be mailed. Additional information available by writing Denney at P.O. Box 527 in West Chester.

☐ **THIS IS THE TIME OF YEAR** when most of the promoters of phony business directories are most active. Better alert your accounting department or whoever it is who okays invoices which might be included in the advertising budget. The phony publishers send out slips of paper which appear to be invoices for an actual listing. A listing from some other directory is usually tipped on to



Why be drab in a world of color?

NO WONDER color is so appealing. It beautifies almost everything we see, from the pink toes of a baby to the vast glories of a sunset.

Putting this national appeal into business printing need not be expensive. Printing, even in one color on HOWARD BOND colors, achieves a

two-color effect. HOWARD colors are widely used for letterheads, bulletins, inexpensive mailers, business forms. The colors are clean, clear, attractive. Quite naturally, they earn an extra measure of attention.

Want to see them? We'll send you a sample book or, even quicker, any

HOWARD paper merchant, and most printers, can have samples on your desk today or tomorrow. Look at the color about you—then put color to work in your business printing.

ALL HOWARD PAPERS are quality controlled by *AccuRay*.

HOWARD PAPER MILLS, INC. • SUBSIDIARY OF  **St. Regis** PAPER COMPANY • URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Mimeograph

Duplicator • Posting Ledger • Du-All

Printed on Maxwell Offset



Basis 80—Hand Made Style Finish



Discoveries in American Art

...on Maxwell Offset

"I attempted to show with color and design some of the strength and brooding genius of William Tecumseh Sherman." Thus Roy H. Anderson describes this vital and vibrant portrait of the Civil War leader. That he succeeded in his ambition is compellingly proved by this reproduction on *Maxwell Offset*. While greatly reduced in size, the brilliance of the work, especially in color, is faithfully captured on this favorite offset paper.



All Howard Papers quality controlled by *AccuRay*. Printed on Maxwell Offset—Basis 80—Hand Made Style Finish

HOWARD PAPER MILLS, INC. • Maxwell Paper Company • Subsidiary of  **St. Regis** • Franklin, Ohio

the simulated invoice. Some place in very fine print it will be stated that the listing will not be printed unless the amount stated is paid. But in many cases, someone authorizes the payment thinking that someone else ordered the listing in the directory. So be on the watch. If you receive such phony invoices, send them immediately to your local Better Business Bureau and send us a carbon of your letter to them.



□ **IF THE CANADIAN MARKET** interests you, you may want to send for a copy of The Financial Post's 1960 *Directory of Directors*. This recently updated version lists 10,900 directors and officials of a wide range of Canadian companies in practically every field. An alphabetical listing of 2,200 key Canadian companies also provides a reference for their boards of directors and executive officers. Contains 615 pages. Copies available at \$15.00 each from The Financial Post, 481 University Avenue, Toronto 2, Ontario.



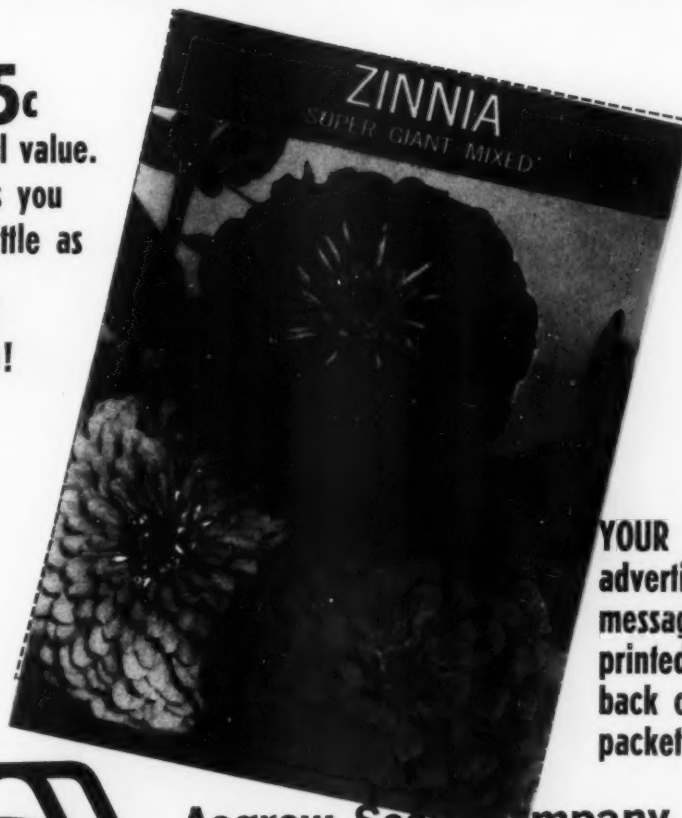
□ **WE HESITATE TO MENTION** this new product, afraid someone will take this the wrong way. New device is the *Destroyit* from Michael Lith Sales Corp., 145 West 45th St., N. Y. 36, N. Y. Its purpose—to destroy private papers and confidential office files and memorandum. Since burning is impractical for most firms, the *Destroyit*, according to the manufacturer, answers a very real need for the urban office. It can handle up to 8 sheets of bond paper at one feeding, and staples and paper clips do not disturb the ball-bearing mechanism. Could be a safe method for mailers to get rid of obsolete lists. Full information available from the manufacturer. And now, we'll sit back and wait for the first reader who tells us he's using the machine on his incoming 3rd class mail. Well?



□ **WE LIKE AN IDEA** used by Gardner Bradbury, advertising manager of Tek Bearing Co., Inc., 1795 Stratford Ave., Stratford, Conn. They supply their customers and contacts with 5½" x 9½" memo pads. The company advertisement (name, address, etc.) appears in the top 5½" x 1½" space. The unique part about this particular memo pad is that there is a perforation right underneath the top name and advertisement. The perforation is a good idea . . . for some people who receive advertising types of memo pads do not like to use them because they are actually promoting someone else's name. But with the perforation, people feel free to use the paper for a memorandum and then tear free

FLOWER SEED—A Natural for Your SPRING PROMOTION!

25¢
retail value.
Costs you
as little as
2¢
each!



**YOUR
advertising
message
printed on
back of
packet!**



Asgrow Seed Company
CAMBRIDGE, NEW YORK

Flower Seed—Top Low-Cost Spring Promotion Item

Little as 2¢ each.

The most exciting new direct mail advertising device is an actual packet of flower seed.

Retail value is high—25¢. Cost is low—2¢ to 4½¢ each, depending on volume. Minimum order is 1,000 packets. Your price gets down to the 3¢ level at a 15,000 packet quantity. And, the price includes one color imprinting of your sales message on the packet back; a 2" x 3" space is left for the purpose. The only extra charge is typesetting—usually \$5 to \$10 on the whole job.

Gardening is America's Number 1 hobby. Everyone wants flowers; everyone can use flower seed.

Available are Zinnias (shown above), petunias, marigolds or calendulas.

TO: Asgrow Seed Company
CAMBRIDGE, NEW YORK

Enter my order No. for a total
of packets.

..... Zinnias (min. 1,000)
..... Petunias (min. 1,000)
..... Marigolds (min. 1,000)
..... Calendulas (min. 1,000)

Copy for back of packet enclosed will follow

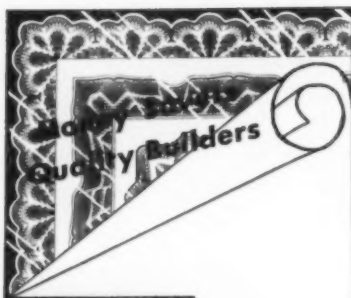
Date wanted

Name

Company

Street

City State



START WITH GOES LITHOGRAPHED BORDERED BLANKS

PRODUCED IN 2 OR 3 COLORS . . . COPYRIGHTED
DESIGNS . . . CHOOSE FROM OVER 1683 DESIGNS

ADD . . .
YOUR COPY
for OVERPRINT IN ONE COLOR

RESULT . . .
HIGH QUALITY, LOW
COST, COLORFUL

- COUPONS
- GUARANTEES
- WARRANTIES
- AWARDS
- CERTIFICATES
- FUND VOUCHERS
- ENCLOSURES
- DIRECT MAIL RESULT PULLERS
- INSTRUCTION CERTIFICATES
- INSPECTION CERTIFICATES
- MEMBERSHIP CERTIFICATES
- ORDER FORMS

Your printer can show you the many
Goes Lithographed Bordered Blanks
to fit your every need.

Goes

LITHOGRAPHING COMPANY

42 WEST 61st STREET
CHICAGO 21, ILLINOIS

from the advertising tab at the top. It should be a good idea for lettershops and printers who customarily supply memo pads to their customers. Even though the memo itself is torn off, the name of the supplier is always before the man he is trying to impress.



□ **A NEW GRADE OF THIN PAPER** to be called "Thinpaque" has been introduced by Allied Paper Corp., 168 N. Michigan Avenue, Chicago 1, Illinois. According to Wm. J. Garrity, VP and General Sales Manager, thin papers are becoming more widely appreciated because they reduce paper costs, particularly on long run jobs, as well as postal and shipping costs. Thinpaque can be sized for either letterpress or offset reproduction.



□ **A FLORIDA COLLECTION** agency promises to bring "dead" accounts back alive through their unique direct mail series of five dunning letters. Haven't seen the letters, so can't endorse or criticize, but we admire their courage. Their own promotion piece promises they will collect at least 4 times the purchase price of the service. If not, customer gets double his money back. Fee is not based on percentage but on a flat charge of 75¢ - \$1.25 per account regardless of amount due. Full details on this program are available by writing the National Mercantile Clearing House, 4856 N. W. 7th Avenue, Miami 37, Fla.



□ **JAMMED UP WITH PERSONAL** letters that have to be written that you just can't get to? If you're in New York City, there's a two-month-old firm that can solve your problems. Called Minit-Mail (200 East 42nd Street, N. Y. C. 17), they take your dictated letter over the phone, type it, address the envelope and mail it. A carbon goes to you. Average cost of these letters (based on 100 words) is about 83¢ including postage. This compares with an estimated cost of an office letter of \$1.75. They accept calls from 8:30 a.m. to 9:00 p.m., and according to Minit-Mail's Bob Lewis, business is excellent. While there are no immediate plans for expansion, we understand that if the pilot venture in N. Y. C. is successful, M-M may open offices in other large cities.



□ **DIRECTORY OF PRINTING BUYERS** in New York City has been published by Park South Publishing Company, 444 Park Avenue South, New York 16, N.Y. Book lists names, addresses, phones, and company affiliation of 1700

of the largest and most important printing buyers in the city. In addition many entries are keyed as to exactly what kind of printing they buy, whether it be advertising, point-of-sale, business forms, or other. Included are all major manufacturers, wholesalers, retailers and service companies. Bob Dunhill of Park South tells us the directory was compiled in an effort to stop the flow of printing dollars which are going to out-of-town concerns. This hard cover 160 page book sells for \$20 to NYC firms, \$35 to out-of-town printers.



□ **BOYCE MORGAN** has been named sales manager and vice president of the Kiplinger Washington Editors, Inc., publishers of the Kiplinger Letters and Changing Times magazine. Mr. Morgan



will assume his new position on February 1st. This addition to Kiplinger's staff follows closely on the heels of Harry Hites' resignation from Kiplinger to assume a position with Wunderman-Ricotta advertising agency. Mr. Morgan had been managing director of Kiplinger from 1943 to 1948, but since 1949 he has been president of Boyce Morgan Associates, consultants on direct mail advertising and business telephone methods. This service will be continued with C. R. Saline, vice president, and Edith L. Houbert, circulation manager, in direct charge of operations.



□ **AN EYE-CATCHING SLOGAN** on the outside of a self-mailer recently caught our eye. It read: "Are you judged by the hours you keep?" The same wording was repeated at the top of the selling message inside but added to it were the words: . . . "and if the hours you keep are too l-o-n-g switch to the Stenorette." Perhaps we like the slogan and the sales

pitch because we use the Stenorette for dictating most of these short notes. It really is a time saver and easy to operate. We also use the SoundScriber for other purposes, such as communicating between the two offices or in contacting friends who have record equipment or hi-fi sets. We think more business people, especially copywriters, should use dictating machines rather than waste the time of a secretary waiting while the great creator fiddles around searching for the right pitch.



□ **MONEY SPENT ON GREETING CARDS** is increasing, according to Rust Craft publishers, Dedham, Massachusetts. Two years ago the national average was \$2.94 spent for each man, woman and child. Last year it was \$3.36, and this year it may be even more. And just to show you how much raw materials this can eat up, last year Rust Craft alone, in printing its greeting cards, used 4,380,000 pounds of paper and 24,570 pounds of ink.

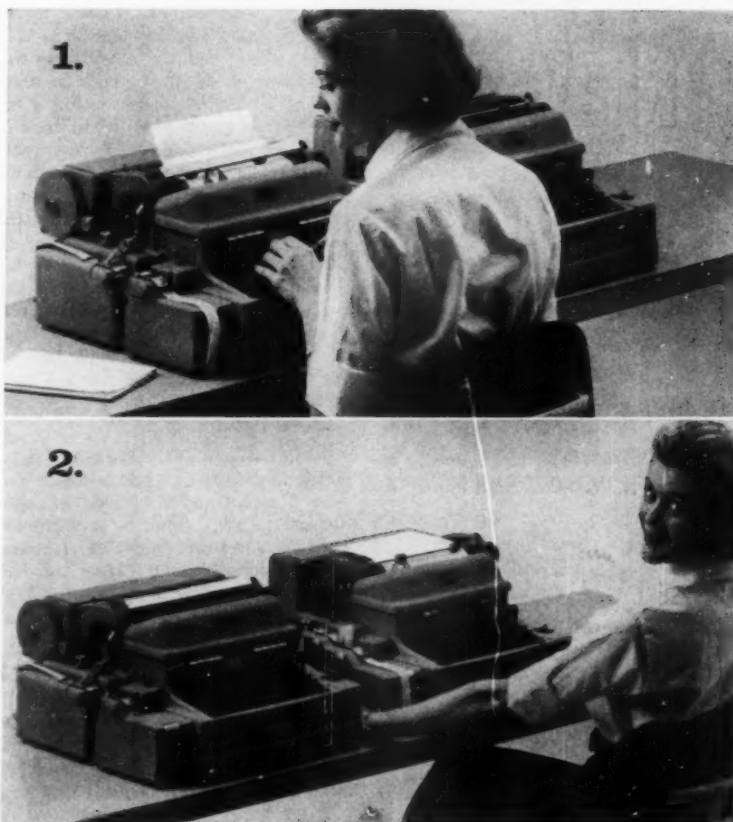


□ **A POCKET CALENDAR** that also contains useful information (other than dates) is always an effective mailing piece. Benn Hall (Benn Hall Associates, public relations, 219 East 69th Street, N.Y. 21) mails out small plastic calendars which carry the most important proofreader's marks on the reverse side. Good idea. Should get a lot of use from his press contacts.



□ **ONE OF THE SILLIEST ARGUMENTS** against direct mail we have ever heard popped up recently in the case of a small retail merchant who shall remain nameless. This merchant was considering using direct mail but someone who was interested in having him spend money otherwise advised him that by using direct mail he would offend the people who did not get his mail pieces. Therefore he should avoid this kind of emergency. How silly can advertising advisers get? Surely, the customers and prospects of a local retailer are not offended if they do not see the merchant's advertisement in a local newspaper . . . jammed in with the advertisements of other merchants. The prime targets for direct mail from a local merchant are the customers of the advertiser . . . either cash or credit customers. If anyone should be offended because he did not receive mail, he could easily remedy the situation by becoming a cash or credit customer and getting on the list. Many retailers do an effective job by restricting special mailings to customers only . . . such as announcements

Coldtype copysetting in two easy lessons



This is how composition looks when the operator (any office typist) first types it on the Recording Unit of the Friden Justowriter. As she types, she produces this visual proof and a punched paper tape which contains all the letters, spaces and carriage movements in the copy--plus a special justification code that records how many spaces each line is over or under the right hand margin. Because the machine counts these justification spaces automatically, the operator is able to type this copy at her normal rate of speed.

After the first typing, everything else is automatic. The operator removes the tape from the Recording Unit, places it in the Reproducing Unit and presses a button. That's it. The Reproducer types the copy on a repro proof or direct-image plate at 100 words per minute, automatically justified and without errors. There is no faster method of setting straight matter for reproduction. And none cheaper by a long shot. Users report that the Justowriter produces best quality work, in less time, at lowest cost. Your local Friden Systems Man has full information. Or write: Friden, Inc., San Leandro, Calif.

© 1960 FRIDEN, INC.

Copy for this ad was set in 10 point Booktype, reduced to size. Many other type faces available.



Friden

NAMES IN THE NEWS

45 West 18 • New York 11

7 Floor, Penthouse

CHelsea 2-3618 • Muriel Gilmore

1. MAILING LIST BROKERS

Representing thousands of list owners in the rental of their Customer, Inquiry & Prospect names.

BACKGROUND: 13 years recommending list markets for book and magazine publishers, book and record clubs, business and financial services, merchandise, insurance and general mail order firms.

OBJECTIVES:

- To render **EXCELLENT** service
- To submit **INTELLIGENT** list recommendations
- To develop **NEW** list markets

2. COMPILERS OF SPECIALIZED MAILING LISTS

Ask us about Names in the News in:

- Community Affairs
- Private Golf Club Activities
- Gardening
- Music, Art & Literature
- Church Activities
- Travel

Give us details by phone or letter and receive, without charge, a comprehensive analysis of your market and intelligent list recommendations.

of special discount sales giving customers a chance to purchase before announcement is made publicly. Are there any other silly arguments against direct mail?



□ **ANOTHER EXAMPLE** of the always excellent promotions from Union Camp. This one went out to bleached carton board prospects and customers. The box, size 4" x 5½" and 1¼" deep, looks like a medicine chest. On the door in white printing on the aluminum mirror is the line: "In the morning when you look in the mirror . . ." "Door" opens and inside are three shelves, formed by folds in the carton board, and colorful line illustrations of bottles, jars and other toilet articles printed in the shelving. Copy on the back of the "door" tells recipient that the bright whiteness of the bleached carton board gives users of pharmaceutical products confidence in the drug. Perhaps you might get a sample by writing Union Camp at the Woolworth Bldg. in New York City.



□ **ACCORDING TO LEO BOTT** in his latest *Bott-Shots*, a glass house sent him a sample ashtray made of glass. Object, to recommend as a Christmas card or advertising premium. *It came broken in six pieces!* Any comment would be superfluous.



□ **BEST PRINTED PIECE** of the past month came from Chas. Pfizer & Co., Inc., 800 Second Ave., New York 17, N. Y. It's a gorgeous 24-page plus heavy dry embossed cover, 9" x 12" brochure titled "Conquest Through Science." It was prepared for the recent dedication of the new Pfizer Medical Research Laboratories at Groton, Conn. "Conquest Through Science" describes the major medical problems confronting scientists at Pfizer and at similar scientific laboratories across the country. It briefly highlights some of the past achievements of pharmaceutical research and emphasizes the challenges that lie ahead in the continuing quest for freedom from disease. Fine lithography, sharp illustrations, informative writing throughout. Worth having in any idea library.

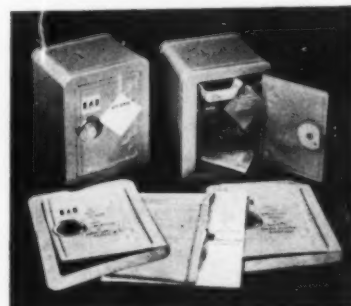


□ **WE ENJOYED READING** text of a speech made last fall by Jock Falkson (Lydney House, 99 Gold St., Johannesburg) during the third annual convention of the Society of Advertisers at Edenroc Hotel, Durban, in the Union of South Africa. Too long to reproduce, as it's really a twenty-page outline of a textbook on direct mail. Certainly shows that business folks in South Africa are

seriously studying American sources of information, including the DMAA bulletins and *The Reporter*. We like Jock Falkson's introductory sentence: "Direct mail is potentially the only perfect form of advertising there is, because it is the only medium that enables you to select your prospects and deliver your message only to those who have a definite use for your product or service." Will add this good analysis to our library.



□ **A THREE-PART CAMPAIGN** for Pepperell Manufacturing Company won for its creator the first quarterly Four Seasons Award from the New York Chapter of the Sales Promotion Executives Association. Mort Elliot (Creative Promotions, 207 West 25th St.) and his wife were SPEA's guests at the famous Four Seasons restaurant. The first mailing



was a small 9 x 7 x 8 combination safe, securely locked. On it was a tag "Guard this safe . . . its contents are valuable . . . the combination follows." The combination did follow, the first number in the next mailing, the second number in a following mailing and, finally, the third number (and a recap of the other two) in the third. When the safe was opened a battery-powered alarm went off. Inside was a stack of "bills" in a "money wrapper." The bills summed up Pepperell's ten sales features. A stock certificate explained the advertising backing. Also included were a swatch card in the form of a stock premium, a work glove and a Pepperell paperweight.



□ **TYREX, INC.**, mailed a series of tasteful hardcover books to an executive market of 1,500 names with outstanding results. The books, collectively entitled "Image of America," were selected writings of six famous Americans: Thomas Jefferson, Mark Twain, Abraham Lincoln, Teddy Roosevelt, Walt Whitman and Stephen Leacock. Each volume carried a special foreword written by Tyrex president William Dalton, and were mailed along with a personal letter from him. According to Delphan Company, Inc., who handled the promotion, un-

solicited letters of approval have been received from presidents of major corporations throughout the country. The volumes contain no advertising, the selections chosen are excellent. Each subject is depicted by a woodcut especially made for each volume by Jacob Landau. Sorry, no samples available. We're told it was a limited edition.



□ **ALUMINUM OFFSET PLATES** can be imaged directly from originals in less than two minutes under ordinary lighting conditions with a new camera processor developed by A. B. Dick Company, 5700 West Touhy Avenue, Chicago, Illinois. The processor, called the Photoplax, eliminates the need for film negatives or darkrooms, according to the manufacturer. The unit contains its own supply of negative paper, a process camera for exposing, developing section, and occupies less than 22 square feet of floor space. The unit can reduce by half or enlarge twice. The camera can receive any copy whether it be paste-up, typed, handwritten and most half-tone originals. Full information available by writing A. B. Dick Company.



□ **A GOOD EXAMPLE** of direct mail going to work for civic activities . . . is a folder sent to us by John Yeck of Yeck and Yeck, 349 W. First St., Dayton 2, Ohio. Brother Bill Yeck is on the Washington Township Park Commission. Public-spirited citizens had been trying to get through a park levy for the development of more parks . . . to keep the children off the streets . . . to provide healthy amusement. But a previous effort had failed to get enough votes at a local election. So Bill Yeck created a three-wing, 3¼" x 8¼" folder explaining why the folks should vote for the park levy . . . which would cost only about 10¢ per week for all the voters. Bill listed 15 typical questions about the program, and answered each question in a colloquial and sometimes humorous fashion. At the last election, the levy just squeaked through. Perhaps the folder helped. If you have a similar problem in your community and want some evidence of direct mail's persuasive power . . . perhaps John and Bill can spare you a copy of their effort.



□ **CURTAIN GOING UP** is the title of a mailing piece from K & K Productions, 120 W. 58th St., New York City. The project sounds exciting. We don't know what names K & K represent . . . but this organization promises a staff and talent pool which has been

HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making** money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this free offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.
Murray Hill 2-9000

Which of these "SOUND" IDEAS

can you use to promote
your business?
(at a cost of pennies)*



BAHAMAS DEVELOP. BOARD

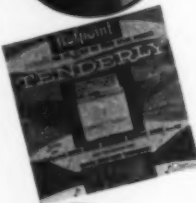
Self-mailer has 19
co-op ads and TWO
phono records of au-
thentic island music.

AUDIOTONE
Combination rec-
ord-and-reply card
dramatizes new
hearing aid.



CHAMPION

"Music to Sell
More Spark Plugs
By", briefs deal-
ers on new ad
campaign.



HOTPOINT

Introduces
range that plays
"Tenderly"
when roast is
done! (produced
for Columbia)



BOND BREAD

Christmas Carol re-
cordings enclosed
with every box of
fruit cake.

*** NEW LOWER PRICES
NOW IN EFFECT**



LOOK-**N**-LISTEN

"adds the magic of SOUND
to your printing"

Look-n-Listen Division
UNIVERSAL COLOR CORP.

214 Sullivan St., New York 12, N. Y.

Please send samples and prices on
"Look-n-Listen" laminated paper records.

NAME

ADDRESS

CITY STATE

ATT:

associated with the greatest names in theater successes on Broadway . . . such as Oklahoma, South Pacific, Carousel, Can-Can, Kiss Me Kate, The King and I, etc. The idea is that industrial advertisers need professional showmen . . . to add necessary showmanship to salesmanship. They claim that when amateurs try to add showmanship to conventions, sales meetings, product presentations, sales demonstrations, consumer information letters, etc., much of the effort is wasted because the material is unexciting, wanting in entertainment and attention-compelling emphasis. Therefore, this K & K organization promises to add the professional magic of the theater to industrial presentations. Sounds like an interesting and logical development. If interested, write for the Curtain Going Up presentation.



☐ **"HOW SOUND is Your Company's MI?"** That's the title of an interesting 16-page, pocket-size booklet issued by Richard Manville Research, Inc., 230 Park Ave., New York 17, N. Y. Booklet gives 12 key questions (and answers) to test your MI (marketing intelligence). There are also four MI questions and answers for media executives, plus an explanation of Manville's research methods and costs. Well worth reading.



☐ **WE'VE ENJOYED READING** the first two issues of O. E. McIntyre's new house publication *Mail Marketing Newsletter*. Simply produced in red and black on a 11" x 17" folded sheet, the MMN is packed with helpful and interesting information. Certainly worth reading. Issue one discussed proposed postal regulations, jumbo formats, and seasonal variations and how they affect direct mail pull. The second edition covers the new Providence Post Office, polls and pollsters, and consumer buying intentions. Don't know what the ground rules are for getting your name placed on the mailing list, but you might try by writing Ranny M. Intyre at 375 Park Avenue, New York 22, N. Y.

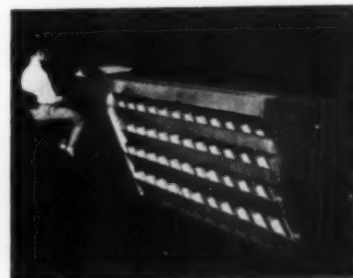


☐ **THE REAL SHOOTING WAR** isn't in the Congo, you know, or even in Algeria. Best fight we've seen in a long time is being waged by AP and UPI. Started a few weeks ago when AP mailed out a bulletin bragging they had scooped the "other service" with the confirmation of Sen. Kennedy's election. UPI retaliated with a broadside showing that AP had actually jumped the gun by eight hours, shamefacedly had to qualify their victory flash with the word "apparently."

Several releases have scorched the mail room gals' fingers on the way to our desks here, and the warfare shows no signs of abating. Keep it up, boys, but while you're at it, don't forget to keep feeding us the news.



☐ **IF MAIL SORTING IS YOUR PROBLEM**, you might be interested in seeing Universal Business Machines Keytronic Mail Sorter. The Keytronic was on exhibit at the DMAA convention and its demonstration was one of the centers of interest. The Keytronic operates semi-



automatically. A reader operates the machine by shuttling letters into any one of 44 different compartments. Letters are stacked in a bin and one by one move into position in front of the reader. He then punches a number or a letter of the alphabet which shoots the piece of mail into one of the bins. Machine speed of 3 per second is higher than operator capabilities, of course, but numerical sorting can be handled up to 4,500 per hour and alphabetical sorting up to 4,000 per hour. Full information on the Keytronic available by writing Universal, P.O. 5183, Columbia, South Carolina.



☐ **WE LIKE THE WRITINGS** of Charlotte Montgomery, but in a recent issue of *Good Housekeeping*, Charlotte fell for the propaganda which has been going around . . . telling people how to get rid of unwanted mail by writing "refused" across all envelopes which carry the wording of "return postage guaranteed." *The Reporter* has already commented on how that propaganda originated. The whole argument is so silly. Do the women who subscribe to *Good Housekeeping* or who read their daily local paper resent all the ads which come along with the editorial or news material? Do they resent seeing a duplication of the same advertisement in *Good Housekeeping* and in other magazines which carry the same advertisements? If they don't like the advertisement, they can skip the page, just as they can turn off the television if they don't like the commercial. If they don't

like what they get in the mail, they can throw it away. And we have yet to find or see a woman staggering out to the trash can with "mountains of unwelcome commercial mail" that they found in their mailbox or on the doorstep. That is a phony argument, for the average housewife receives less than a dozen pieces of commercial mail a week.



□ **INTERNATIONAL BUSINESS MACHINES CORP.** has joined the ranks of business organizations which prohibit the acceptance of Christmas gifts by officers or employees. On November 4, 1960, H. J. Moore, director of purchasing, mailed a form letter to all suppliers . . . extending seasons greetings and expressing appreciation for past cooperation, but one paragraph of the letter boldly stated: "At this time of year, some suppliers might wish to express appreciation of our relationship by offering gifts to IBM personnel. We believe you will appreciate our reminding you that it is our policy not to accept gifts, either from suppliers or those who desire to become suppliers, at this or any other time. We respectfully ask your observance of this policy."



□ **AN ENVELOPE INVENTORY RECORD** form has been developed by Virgil D. Angerman of Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill. Virg is willing to furnish samples free to any *Reporter* reader even though you are out of the company's trading area. If you stock envelopes in quantity and in various sizes, these inventory sheets might be valuable for you. Will avoid the catastrophe which happens sometimes when you have an important mailing all ready to go out and find that you do not have enough envelopes. The Columbia form represents the combined thinking and experience of more than a score of top-flight purchasing agents, management consultants and direct mail experts. In addition to helping keep a close watch on envelope inventories, the forms also give you a firm grip on cost control.



□ **"TAKE HOME MAILERS"** is the name given to a series of five mailing pieces used by *The Instructor Magazine*, 75 E. Wacker Drive, Chicago 1, Ill. Bob Gilboy, vice president in charge of advertising, developed the idea for keeping his advertising promotion pieces out of the wastebasket. Each of the self-mailing broadsides gives a pitch about the value of advertising in *The Instructor Maga-*



Just like a homing pigeon, Ansa-Letter completes the circle — from home base to point of destination and back home . . . from you to prospect and back to you!

Prospects everywhere put this bird in motion just by pulling the answer form out of the pocket that's a part of Ansa-Letter. Back it comes to you in record time. Your lead, inquiry, order, subscription, contribution, charge account becomes a part of your return percentage . . . at lowest cost per return.

Ansa-Letter looks better than conventional mailings. It works better, sooner, longer, in greater numbers. It is better. Ask the direct mail pros who use it by the thousands, by the millions. A test will convince you, too!

Ansa-Letter will s-t-r-e-t-c-h your ad budget, increase your returns and lower your cost-per-return. You can safely put all your eggs in this one basket — the Ansa-Letter basket! Then watch them hatch into homing pigeons.

For complete price schedule, sample formats write on your letterhead to Mel Berlin S/P/M





**YOU'LL
NEVER
KNOW**

... whether we can help you improve the results you're getting from your direct advertising unless you inquire.

The Buckley Organization, Inc.
2106 Phila. National Bank Bldg.
Philadelphia 7, Pa. LOcust 3-0180

New serving such clients as IBM Electric Typewriter Div. □ IBM Data Processing Div. □ IBM World Trade Corp. □ Mosler Safe Company □ Service Bureau Corp. □ Farm Journal □ Lumma & Co. (Div. of U.S. Tobacco) □ Purex Corp. □ DuPont □ J.B. Lippincott Co. □ Hastings & Co. Inc.

**Before you
make your
next mailing
... CHOOSE
FROM
1/4 BILLION
MAIL ORDER BUYERS
INQUIRERS and PROSPECTS**

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. **NO COST OR OBLIGATION. Write:**

Mosely MAIL ORDER
LIST SERVICE, Inc.
MAIL ORDER LIST HEADQUARTERS
Dept. R-70
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

zine, but the prospective advertiser is asked to put the mailer in his briefcase to take home to his children or grandchildren. The inside spread was purely for family fun during Halloween, Thanksgiving or Christmas. There are games to play, puzzles to solve, songs to sing or decorations to make out of paper, twine or other materials found around the home. Good idea . . . and adaptable in other industry promotions.



□ **TOP MANAGEMENT OFFICIALS** should be interested in a new booklet just issued by Wolverine Tube Company, subsidiary of Calumet & Hecla, Inc., 17200 Southfield Road, Allen Park, Mich. Our copy came to us through Frank W. Oakes, director of employee and public relations. It is a rather unusual booklet and we understand it is available to top management officers in other corporations. It describes in detail the Wolverine management code of ethics. Its title: "Making Management More Effective." We liked particularly the detailed description of the eleven different management advisory committees which operate on a very definite schedule at the Wolverine headquarters. Particularly important are the eight rules for successful committees (and what makes them so). We think this is a fine public relations gesture . . . that the Wolverine management is willing to share its experiences with other companies.



□ **THE 1961 EDITION** of the Million Dollar Directory is now available from its publisher, Dun & Bradstreet, 99 Church Street, New York 8, N.Y. The directory lists the names, addresses, lines of business, range of sales volume, number of employees, and names of officers and directors of the 21,000 businesses in the U.S. with an indicated net worth of a million dollars or more. The directory contains the names of 150,000 top level executives in these firms. The directory is also arranged in four different sections to make information easier to obtain: (a) alphabetically by name of organization, (b) by city within a state, (c) by line of business, and (d) alphabetically by names of individuals. Information on this directory available by writing D&B.



□ **A RECENT VISITOR** to the front porch in Clearwater was Joe Park of Signal Mountain, Tenn. . . the fellow who originated the modern version of the Ben Franklin clock, first invented in 1777. That's the clock with only one hand which we described several years ago in *The Reporter*. Joe showed us

several mail order gift catalogs which are carrying pictures and description of the Ben Franklin clock . . . (for instance, Beau Monde, 469 Beacon St., Boston 15, Mass.). The peculiar thing about his report is that Joe originally sold his clock at what we thought was too low a price (not enough profit margin). Several of the mail order gift catalogs raised the price. The one who raised the price to the highest figure (\$32.50) has been receiving the largest number of orders. One of the mail order experts will have to give us the real reason for this phenomenon.



□ **COLOR PRINTING BUYERS** will probably be interested in writing for a free estimating kit, which any businessman can use to predetermine the cost of a full-color printing job. Published by Colorcrafters of Philadelphia, 4750 Chestnut Street, Phila. 39, Pa., the kit was



designed to answer two basic questions: "How can I present my products in full color?" and "How much will it cost?" According to Colorcrafters, each step in the preparation and production process is explained in language that the layman can easily understand. It contains separate sections on photography, color separations and printing, each with a price list. It also illustrates a number of suggested layouts and presents actual samples of catalogs, brochures, mailing pieces, etc. An outline guides the novice through six components to the final cost figure. Copies available free by writing to Max Bishop, sales manager at the above address.



□ **THAT WAS A GOOD PUBLICITY STUNT** pulled by The Drake Press, 333 S. Broad St., Philadelphia 7, Pa. On November 9, the day after the national election, all of the prospects and customers of The Drake Press received by first class mail an attractive french-fold folder with the seal of the United States on the cover and with a four-color picture of John F. Kennedy on the inside page. Opposite the photograph, the following copy: "This is our way. Yesterday we voted, Democrats and Republicans. Today we stand, Americans, sol-

BRIGHTEN YOUR SALES PICTURE WITH

Crisp and clean as mountain air, bright-white Hammermill Opaque compliments every detail in your illustrations. It contrasts beautifully with either color or black and white. But is it opaque? Just turn the page and see.

**HAMMERMILL
OPAQUE**





YES, HAMMERMILL OPAQUE IS OPAQUE

You can print both sides. This extra opacity often means you can use a lighter weight, with savings in postage and the paper itself. Three easy-to-print finishes: Pearl, English and Vellum. This insert reproduced by offset on Hammermill Opaque, substance 70, Vellum finish. Press speed 3000 per hour, press size 42 x 58, sheet size 39 x 57, deep etch plates.

Hammermill Paper Company, Erie, Pennsylvania

idly one—behind the man chosen freely out of earnest public debate and solemn private ballot. Today, in the face of the work to be done, we close our ranks. We close them in unity, and in confidence. This is our way." Everyone wondered how in the world The Drake Press could get a mailing out so quickly. The answer is simple, but the process was surely complicated. Within a few days after the close of both national conventions, The Drake Press secured color photographs of both Nixon and Kennedy. Two separate sets of the lithographed brochures were prepared. The message in each case being identical. Two sets of envelopes were addressed, stamped, sealed and placed in separate mailbags, properly identified. On election night one of the partners kept watch in front of his television set until the results were certain. He then toted the proper mailbags to the post office and got immediate delivery.

POLITICS CAN BE THE SUBJECT of an industrial house magazine or newsletter . . . if it is handled in an appropriate and not too controversial way. We were interested in a recent newsletter from Scriptomatic, Inc., 1105 Vine S., Philadelphia 7, Pa. Part of the two-page newsletter described how the punched card Scriptomatic technique had been used in contacting selected voters. But more than half of the copy of the two-page newsletter was an interesting report by President W. F. Fischer, Jr. giving "The Philadelphia Story." It was a fascinating digest of political turmoil in the past 75 years. Wound up by telling how citizens action groups are trying to bolster the political atmosphere where only half of the adults are registered voters and where in row-office elections or primaries only 50% or less of the registered voters takes the trouble to cast a ballot.

INTERNATIONAL PAPER CO. has reprinted five of their national space spreads in a 5¼" x 7½" booklet with a *Reader's Digest* cover. As most of you know, this series of institutional-sales advertisements are devoted to the one subject . . . "The Importance of Regular Reading." Advertising Manager Richard Wiechmann originally prepared this booklet for distribution during his talk at the annual meeting of the Association of National Advertisers. Extra copies of the reprints are now available from the company at G.P.O. Box 1653, New York 1, N. Y. One to 100 copies free; 101 to 1,000, 5¢ each; 1,001 or more, 3¢ each. These messages on the importance of reading should get widespread distribution. •

DO YOU SELL TO THE CONSUMER by Direct Mail On Credit?

If you are interested in tested and proven household offerings, currently used by MAIL ORDER houses—DIRECT MAIL companies and Large DEPARTMENT STORES—write—wire—or phone us.

Material and Full Information On a Wide Variety of Successful Items Will Be Available to You — Without Obligation.

ALTHEIMER & BAER INC.



• 400 North Wells Street

• Chicago 10, Illinois

NOW!...put

PICTURE POWER

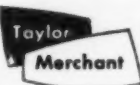
into your sales message...

with SELL-O-VUE

Sell-O-Vue gives you twice the impact at no greater cost!

Provides a dramatic 8-frame high fidelity full-color filmstrip, and a unique folding precision viewer — plus a printed brochure-folder for telling your story in full detail. A dynamic self-mailer that actually costs less than the usual color brochure alone! And it mails for a 4-cent stamp.

Phone or write us
your letterhead today
for free sample of
this new sell-on-sight
mailer. No obligation
at all.



the taylor-merchant corporation
48 west 48th street, new york 36, n. y.
PLaza 7-7700

Dept. R-1



The Showmanship of Realism

by Henry Hoke, Sr., Editor

This article on the how's and why's of exciting and unusual direct mail promotions is a revised version of one chapter from the editor's popular booklet *How To Think About Showmanship in Direct Mail*. New examples have been added, once-new but now over-used ideas have been deleted, and many paragraphs have been added to accommodate the various new formats that have come onto the market. Hope you enjoy this step-by-step guide to exciting direct mail. It's worth your time to read every word.

Realism is simply making things, products, services, ideas seem REAL. Realism is usually expressed in general advertising by photographs.

Direct mail has one great possibility for realism which is lacking in all other forms of printed, permanent advertising. It is possible to achieve realism for your product or service by the *form* or *design* of your mailing piece. Clever and appropriate die-cuts can actually visualize your offer. Unusual folds, pop-ups, hidden pockets, slides, cellophane sheets, or actual merchandise, miniatures or novelties attached to pieces, can dramatize your offer realistically . . . if properly designed.

I will outline for you the methods and practices of creating and producing direct mail that is different from the customary standard forms.

In direct mail advertising, there are some twenty-five recognized formats (such as letters, folders, booklets, brochures, catalogs, blotters, post cards, etc.). Each of these formats has many different possible (but regular) sizes, shapes and appearances. The majority of advertisers fail to tap the full potentials of the medium by limiting their use of direct mail to the easiest-to-plan-and-produce forms.

The first consideration in booklet planning, for example, seems to be whether the number of pages of a certain size will cut evenly out of a given sheet of paper. That was urgently necessary in wartime . . . with paper restrictions. But even un-

usual forms can be created without paper waste.

Admittedly, there are many direct mail operations where standardized formats are advisable . . . even necessary. In some business fields, custom has dictated adherence to filing sizes. But even in these cases unusualness can be achieved through some novel departure from normal, within the limits of a fixed size.

This study should not be construed as an effort on my part to promote or endorse tricky mailing pieces. It is not intended to discourage the use of customary formats. This article about realism simply gives you the available information about unusual direct mail. And will show by analysis and example how to: (1) arrest attention; (2) demand reading; (3) get action; and (4) lend realism by getting away from conventional sizes and specifications.

Here are some of the questions which must be answered:

When should unusual forms be used, or when should they not be used?

What are the best methods of making direct mail unusual?

What are some of the well established reasons for the use of unusual forms?

What are the dangers or the obstacles encountered when an advertiser tries to get away from standard formats?

Are unique, clever formats worth the extra cost? And what do they cost?

There are three basic reasons for using unusual mailing pieces:

1. To achieve a change of pace in a long or continuous campaign directed toward a more or less stabilized mailing list.

2. To demonstrate or visualize selling points. Unusual formats can be employed to add the "say it with flowers" technique to direct mail.

3. To dramatize consumer use or benefit in order to overcome: 1) human inertia; and 2) competition for the prospect's attention and patronage.

A description of the known ways of producing the unusual in direct mail advertising should be preceded with a listing of the objections:

1. Don't use any unusual or tricky format unless there is a real reason for it. Many advertisers are tempted to use so-called trick mailing pieces simply because they see something similarly clever used by someone else.

2. Be sure of your audience. Use same good taste and judgment in selecting unusual mailing pieces as you would use in your copy writing to a given audience.

3. Don't use unusual or tricky pieces on the spur of the moment, just to be different. Plan your unusual pieces carefully in advance, along with the rest of your merchandising campaign.

4. Be sure the finished job will look right when it reaches each recipient. Many good ideas go wrong due to amateur handling. For example, in die-cutting be sure you use the right weight of stock. With tip-ons be sure they will stay on. In sampling be sure they are packaged right, etc.

5. Realize that only a limited number of producers are equipped with machinery and experience to handle intricate, unusual formats properly. Some printers have discouraged the use of die-cuts because they are not equipped, or don't know how to handle. Avoid disappointments by employing experienced production facilities.

6. Appreciate the limitation of tricky forms and abide by those limitations. Follow the advice of experienced designers who usually know what can and cannot be done.

Under *objections* I have not listed cost, because cost is not always of primary importance when the job to be done, and when the results anticipated, demand exceptional handling.

A final rule of warning should be printed in large letters, framed and hung in clear view of every planning desk:

Don't make your unusual mailing piece so clever that the recipient will remember your cleverness rather than your offer.

This subject of the showmanship of realism and unusual direct mail can get confusing. It usually does. To keep it from wandering all over the map, I'll divide the discussion into two main groups with appropriate subdivisions. You can refer to the listing when you need a quick review of functions and methods.

The six basic functions of unusual pieces:

To give an exact picture of the product.
To show use of product or service.

To tie in with story.
To make explanation clear.
To dramatize offer.
To get attention (pure design).

The ten methods of getting away from the usual: (See Page 30)

Die-cutting
Tip-ons
Gadgets
Transparencies
Embossing
Sampling
Trick folds or unusual shapes
Pop-ups and motivated devices
Unusual materials
Physical appeals to senses

The Basic Functions of Unusual Direct Mail

FUNCTION 1: *To give an exact picture of the product.*

A product is customarily visualized by using a photograph, a blueprint, or an artist's drawing in a conventional printed page. But many designers . . . seeking a fresh approach . . . have found a way to "steal the show" in product presentation by using ingenious construction. The method most commonly employed is to die-cut the printed page with an outline of part or all of the product presented.

In other words, showmanship by unusual forms can be used to give an exact picture of the product.

Here are typical examples to illustrate Function 1:

- The Detroit *Free Press* mailed out a miniature of their paper to advertising prospects. The miniature 8-pager ($4\frac{1}{2}'' \times 5\frac{1}{2}''$) was sent in a rocket ship, rolled up tightly. Accompanying the miniature plastic ship was a card carrying caption: "Be a Space Man," and offered ID card to prospects who had "thoroughly studied the spatial content of the paper." As in most

cases, this mailing also fulfills other functions—in this instance, Number 3, tying in with the sales message.

- A laundry machinery company used an intricate, third-dimensional die-cut card to show exactly how their equipment looked in a laundry. Printed in two colors on heavy card stock. Recipient folded along scored lines and formed a miniature room with product proportionately placed.

- A manufacturer of refrigerating equipment mailed a large folder (stiff paper) to groceries and delicatessens. When opened . . . life-like illustration of freezing unit display case moved up to third dimensions with a store background. Very realistic.

- Renault sponsored a contest for salesmen last year, mailed out a four-page booklet die cut in the shape of the Dauphine. Cover photo was the car, inside pages were line illustrations showing how much room there was in the compact little auto. E. F. MacDonald, Dayton, Ohio, produced.

- A tool manufacturing company issued a 12-page booklet, die-cut in the exact size and appearance of "The Midget"—the smallest Universal Electric Tool. Reader was urged to "fit your fist to this facsimile."

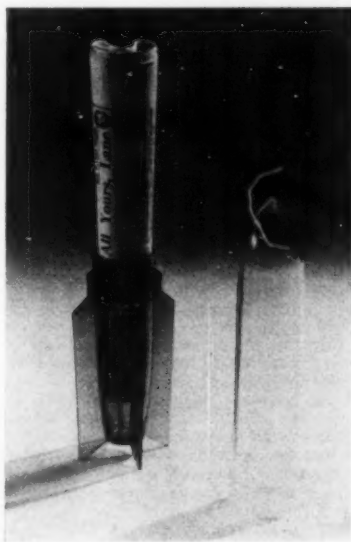
- An engineering company used a novel eight-page booklet to describe a Glass Centrifugal Pump. First four pages were progressively die-cut so that different parts of the machine were exposed when pages were turned.

FUNCTION 2: *To show the use of a product or service.*

- Super Service Trucking has used an unusual map to illustrate their scope and facilities. The map, printed black and green, on specially treated parchment paper, lists the cities from and to which Super Service ships. These cities are starred. By touching a lighted cigarette to any of the stars, a burning trail will appear on the map, connecting the cities and showing the prospect by what route S.S. would ship his wares to any given point. The map is produced by Brownie Manufacturing.

- A manufacturer of electric ranges provided dealers with a 24-page booklet. Eight of the pages were die-cut, with cellophane inserts tipped in. Various parts of the range were printed on the cellophane inserts. By turning the pages, the prospective purchaser not only saw exactly how the range was built, but was shown how the various simple steps of operation save drudgery, disappointment, etc.

- An insurance company used a clever motivated mailing piece, emphasizing dependability of post office. When opened,



folder showed postman moving across page carrying monthly check to beneficiary. The final use or satisfaction of insurance.

FUNCTION 3: To tie in with sales story.

Most direct mail pieces have (or should have) one dominant selling theme. Many advertisers use die-cuts, tip-ons, gadgets, pop-ups, or unusual shapes to tie in with the sales story.

- A scale manufacturer, in a circular to dealers, stressed the fact that dealers were "hearing a gay tune these days." Inside there was an accordion folder of stiff Bristol, with top flap reproducing an accordion.
- Lederle used rare butterflies in plastic bags on a mailing to physicians. Copy next to insect read "Unique in Nature," whereas Lederle's Achromycin V was labeled "Unique in Medicine." Butterflies supplied to Lederle by Brownie Manufacturing.

- A paper company, to illustrate their story—"You haven't scratched the surface"—had a sketched figure holding an actual piece of sandpaper.

- The cover of a small folder for the Bermuda Trade Development Board said: "There's a special flavor in Bermuda," superimposed over a beverage glass. Inside, tipped on, was a plastic swizzle stick for use in making Bermuda's famous Rum Swizzles. Copy continued: "Enjoy a taste of the pleasure awaiting you." Produced by E. F. MacDonald, Dayton, Ohio.

- American Hammered mailed out two goldfish in a specially treated plastic bag to prospects. Copy carried the lead in: "Fishing for instant oil control?" (Story in April 1960, page 38.)

- A national magazine, to show advertisers a country-wide store promotion, issued a folder titled: "I See by the Papers." Sketch of man with arms extended to die-cut aperture. In inside pocket, miniature reproductions of full-page newspaper advertisements from various sections of the country. Top one showed through die-cut to give realism to cover.

- Diketan Laboratories wanted to impress prospects with their products and facilities. They manufacture custom formula private label pharmaceuticals and food supplements. One mailing was an 8" red-and-white message rolled up and placed in a 3" capsule used for feeding horses.

- Midwest Piping Co. wanted to introduce their new line of seamless pipe fittings which would supplement their standard line. Mailed a double-barreled pop-gun with the caption "A Double-Barreled Sales Weapon from Midwest." (Story July 1960, page 39.)

Unusual forms of direct mail can be employed not to picture product or use, but to dramatize the theme of the sales story.

FUNCTION 4: To make the explanation of a product or service clear.

- A steel manufacturer issued a three-wing folder to road builders and state officials explaining the importance of good sub-drainage. Printed transparencies permitted a visual explanation of *with* and *without*.

- Maytag held a press conference to introduce their new *Magic Touch* dryer. This dryer has feelers in the mechanism which automatically shut the machine off when



the clothes are dry. To ensure attendance at this conference, Philip Lesly Co., N. Y., mailed out a small facsimile dryer to editors and reporters. The dryer had a switch on the top and, when pushed to the "on" position, started to whirl and wobble, just like a normal dryer. Then the lid of the machine raised up slightly, and a mechanical hand came out of the machine, pushed the switch to the "off" position and went back into the machine as the action ceased. Aply illustrates the principle of the automatic shut-off on the *Magic Touch*.

- An oil company had an intricate, but easy-to-understand, die-cut folder to explain to motorists "the seven things we do when we service your car." The reader lifted the body and parts off the car and saw what was done underneath. The reader could even take off a wheel by pulling down a die-cut flap.

- A roofing manufacturer employed a unique economical die-cut flap on the inside of a roofing circular to give a clear and concrete demonstration of how Shingles fit together.

- A realty company wanted to dramatize the location of a New York building. A four-wing folder on stiff Bristol, when opened, revealed a colored map of the financial district of New York. And standing in the proper place in third dimension, erected by the opening of the fold, was cardboard model of the building itself. (This same idea has been used by many companies, primarily to announce a move into a new building.)

Clearness and brevity are essential in all selling, especially in direct mail selling. Exceptional formats are helpful in making explanations brief . . . clear.

FUNCTION 5: To dramatize the offer.

Out-of-the-ordinary direct mail construction can be employed to high spot at a quick glance the offer which is being made.

- Wyeth Drug Company, in a mailing promoting their Equanile for the eyes, used a wafer-thin plastic magnifier on the cover which read through to 6-pt. type on the third page. Doctors could remove the gadget for use in reading phone books or very small type. Magnifier supplied by Brownie Manufacturing Company.

- An insurance company, to dramatize an insurance offer to camera owners, die-cut their booklet in the shape of a camera.

- Another insurance company dramatized retirement income with a simple technique. The cover was shorter at top and bottom than the inside pages of a booklet. First inside pages reproduced ends of a check,

and these ends seemed to extend from the top and bottom of the booklet.

- An oil burner manufacturer supplied dealers with a small envelope stuffer containing an imprinted cellophane insert in front cover. First picture showed woman shoveling coal. Picture changed to freedom from basement drudgery when transparent cover was lifted.

- Dayco, to sell more printing equipment, mailed prospects filled-in facsimile stubs from checkbook, showing fictional rise of a printer from poverty to riches because he bought Dayco's machinery. (Complete story October 1960, page 61.)

- A typewriter company used a die-cut blotter showing machine and long sheet of typed paper to dramatize idea that Portables are in more than 100,000 homes.

- Another hotel dramatized a special Thanksgiving holiday by showing a train moving between the hotel and the Army-Navy Stadium in Philadelphia.

There are plenty of other examples to illustrate this basic function. Keep your eyes open for them.

FUNCTION 6: To get favorable attention, for convenience, or for purpose of design harmony.

This final function can cover a multitude of sins or virtues. It is in this division that most mistakes of judgment are made. Too stunts. Here are some of the better ideas:

- A manufacturing company used a clever triple pop-up circular to get attention for the "three questions that pop up in every process."

- A broadcasting company demanded attention for its sales story by having a rabbit pop up out of the magician's hat when folder was opened.

- A clothing store got attention for men's wear offers by using a folder shaped like a golf bag. Four protruding slips, showing cut-out driving heads, carried the sales story.

- An amusement magazine used a piece of wood tipped onto a letter to get people to subscribe. "Why knock on wood? Know where you're going before you start!"

- Studios cards, humorously conceived, are an excellent way of getting favorable attention, provided they are not offensive. They can be used for pre-selling, remembrance value, thank you's. These cards are manufactured by a number of firms.

- A department store used die-cut pieces to give unusual design to store promotions. A "fashions for spring" folder had an intricate die-cut which, when assembled, formed a stand-up butterfly on the cover.

- A national publication startled the advertising fraternity by issuing a folder titled: "Right in Your (and Our) Laps." When folder was opened, an off-center strip construction kicked loose an accordion folder (160 inches of printed material, listing names of important advertisers) into the lap of every recipient.

- Dealers of an oil company got extra attention by mailing a miniature letter in a small bag which simulated a U.S. mail bag, with address carried on a tied-on label.

I'll have more to add about these stunts later. But get the basic functions of unusual direct mail planted firmly in your mind. See page 30 for 10 *Methods of Getting Away from the Usual*.

Dimensional Ideas

Where I Find Them
How I Implement Them
How I Sell Them to Management
How I Measure Their Effectiveness

"Where did you get the idea?" is a question often asked of the men and women who conceive and produce spectacular direct mail promotions. The questioner half hopes, half believes that the creator will mutter a few words and unlock the secret of successful direct mail that he has buried deep in his breast. Most often, the questioner is disappointed (as this article will point out) because ideas, you see, come from nowhere . . . and from anywhere.

To try to give our readers a better understanding of dimensional campaigns, the editorial staff of *The Reporter* wrote to a handful of leaders in the medium asking them:

1. Where do you get your ideas?
2. Where do you find the dimensional elements you use?
3. How do you sell your programs to management?
4. How do you measure the effectiveness of your campaigns?

Most of the people we wrote to replied. Some of the answers we received we cannot publish because of space limitations.

In selecting our "leaders," we had to be careful of several things: One, to keep a balance between users (i.e. company men in industry charged with promotion responsibility) and suppliers (creative agency personnel who help clients in preparation of these campaigns); Two, to be certain that those contacted actually created dimensional programs; and Three, to try to narrow it down even further so that we did not overemphasize any particular "type" of dimensional campaign. Through this selective process we were forced to bypass several outstanding d.m. creators.

Below, you will find the opinions of five men and one woman. Their replies have been edited only slightly to fit the narrative technique rather than the letter form. With your permission, gentlemen, ladies first.

SYLVIA SIMMONS

Young & Rubicam Inc.
285 Madison Avenue
New York 17, N. Y.

Sylvia Simmons' velvet touch has been applied to many many direct mail campaigns in previous jobs, and in her present position with Young & Rubicam. Most recently, Sylvia and Joan Throckmorton (*Sports Illustrated*) teamed up for a fascinating hour talk at the DMAA convention entitled "49 Creative Approaches to Direct Mail."

As in the creation of any advertising program, ideas come from everywhere—from daily routine, from cultural experiences, from talking and listening, from everything in my past life that has left a residual in my conscious or unconscious being. But always, the basic *theme* of the campaign comes out of the *product* being sold, or the *idea* being sold.

Let me give you an example: In creating a dimensional campaign for a soft-drink company, the first step was to isolate the heart of the message—the idea, in its simplest form, that was to be conveyed. The message appeared to be this: "Our soft drink and food just naturally go together." Since it is my experience that the best campaigns are those in which the enclosure actually "says" the message (thus doubling the impact of the written word and making the message more memorable), I thought in terms of enclosures that would convey the idea of "just naturally going together."

Well—what *does* just naturally go

together? The ideas presented themselves: Bacon and eggs? Too impractical to mail. Needle and thread? Not impressive enough. Boy and girl? Too forced, too cute. Eventually, we used a salt and pepper shaker in one mailing; a salad fork and spoon in another; a set of food-and-drink snack trays in another.

To summarize: the message suggests the idea or theme of the campaign; the theme suggests the items. The items themselves come from nowhere, or everywhere . . .

The items I need are suggested by the campaign theme. To get these items, I customarily go to the source of supply best qualified to supply such items economically, efficiently, reliably. Always, the source of supply must supply items of a *quality* character—items that will reflect favorably on the sender. Inferior merchandise is never acceptable, regardless of price.

To explain further: if I want a precision-made compass, I go to the most reputable manufacturer of compasses. If I want English-made shoe-horns, I go to the English source or the domestic importer of such items. If I want packages of needles, I go to importers and manufacturers of such notion items.

In my opinion, and I know there are many who disagree with this thought, a campaign structured around the item (finding an item first and then working an idea around it) is not as likely to make as good a campaign as *one in which the message dictated the enclosure*.

For this reason, I do not work with any one regular source of supply—preferring to let the item dictate the source.

Usually, a program is sold to management by an honest presentation of what such a campaign can do *and can not do*—and by citing previously successful case histories of companies that did dimensional campaigns.

One sales "argument" I do use is this: Such a campaign naturally costs more than a simple letter program, or printed brochure campaign. But, if properly done, it may well succeed in getting a salesman in to see an important executive, who is otherwise unreachable and unapproachable. "How much", I ask, "is it worth to you to get a good salesman in to see these key executives? Is it worth \$5? \$20? \$15?" Well—this campaign may cost you \$5 per prospect (or, \$10, or \$15—whatever the case may be). Is it worth it to make an impression and deliver your message to these important executives? I have never yet had a management man tell me it was *not* worth it.

Measurement of the effectiveness of the campaign is done in precisely the same way as measurement of any Direct Mail Campaign. What is your campaign designed to do? Did it do it? Since "dimensional" campaigns usually involve smaller mailing lists than other, less expensive campaigns, results are also easier to check. Actual responses; interviews arranged; even calls and letters from recipients are all barometers of the program's success. Sometimes, salesmen's reports from the field provide an excellent yardstick for measuring effectiveness.

G. W. "BILL" CHARLESWORTH . . .
Advertising Department
Deere & Company
Moline, Illinois

Deere & Company (as Bill will explain) doesn't normally go in for spectacular mail campaigns . . . but when they do, they're tops. Complete story of the Silver Lode campaign which Bill mentions was published in our March 1960 issue.

In the area of "spectaculars" in Direct Mail, Deere doesn't do much, except an occasional "Silver Lode" Campaign. There hasn't been one since nor will there be one in the near future.

Ideas come from hard work. (But enjoyable work.) I knew nothing about silverware so—looked at a few silverware ads in women's magazines, but these left me cold. The library was the next stop . . . history of silver . . . silverware . . . coins . . . silver spoons . . . it all began to take shape. From these "explorations," a dozen or so ideas stood out as being

the best These were developed.

The Gorham Company furnished the small silver spoons; a Japanese importer, Japan Food Corp., San Francisco, furnished the chop-sticks; another supplier the coins, etc. It takes a searching job and sometimes regular sources help . . . sometimes you enlist the help of your wife and her friends, as with the sea shells.*

Every new campaign is a "start-from-the-beginning" operation. Sometimes the search goes on in vain because we don't know about a number of supply houses . . . don't even know they exist.

Effectiveness of campaign depends on the results, of course. Analyzing extra sales . . . enthusiasm of the branch personnel . . . and general opinions were about all we had to go on in the "Silver Lode" campaign. On regular prospect programs we keep complete records from year to year about the programs . . . the effectiveness . . . the returns . . . and the returns that lead to sales. These are the basis of future plans.

Selling to management? That's a book in itself. It's one thing I'll never tire of hearing or learning more about. Unless you have a Marketing Manager who is advertising conscious . . . believes in the value of advertising, you're sunk. This is the starting point! Then, when you approach management, be darn sure you have all the facts at hand. If you don't you're dead . . . dead . . . dead.

JOHN D. YECK . . .

Yeck & Yeck
349 West First Street
Dayton 2, Ohio

John Yeck's long list of outstanding campaigns needs no restating here. You can find most of them among the DMAA Library's award winners. Dayco campaign he mentions here was featured in our October issue. As for the Knipco stories, we've run them three times, most recently in February 1960.

We get our ideas, generally, out of the problem itself. Take the Dayco campaign you recently described (Oct. 1960 issue, featuring a record jacket, child's coloring book, check stubs, etc.). Each one of these illustrates the use of Dayco printing products for a different purpose. They have a unique appearance because these particular printed formats are seldom used for advertising. Sit down with that problem yourself . . . "develop formats to demonstrate printing

*Deere's ad department spent 6 weeks looking for sea shells, finally found a Chicago novelty house who'd supply them at 5 cents each. The 7,500 they needed would have cost \$350.00. But Bill's wife knew a woman in Florida who hunts them who put him onto a local shell house where they could be purchased for \$5.50 a bushel. Total cost—\$27.00.

that aren't usually used for advertising." I dare say you'll have a dozen ideas in two minutes.

Some months ago, for Knipco, we wanted to call the attention of trade paper editors to a new model portable heater. Well, that's a problem people usually solve by flying all the editors to a cocktail party. We didn't have the budget for that, so we mailed the cocktail party to them. No drinks, of course (last minute ruling from the Post Office) but everything else . . . a ticket, a hat, napkin with alcohol ring, a small bottle of "Wyatt Urp Whiskey" filled with a maple syrup and a bona-fide martini-soaked olive (passed postal inspection okay).

The ideas are in the problem, usually.

Where do we find the dimensional elements? Well, we make 'em up or dig 'em up and every new campaign is a new search. You just look in the logical place. Just yesterday I needed 250 tea cups and saucers of imported English bone china in black and white design. Try that one sometime. But once you talk to MASA vice-president Winnie Morrow in Toronto (where bone china floods the market), you find out her son-in-law or something is in the china import business and whatdayaknow, there it is (the pattern's "Night and Day.")

How do you sell a spectacular campaign to management? Show it. There's nothing subtle about most spectaculars, you know. They ought to smack right through without any explanation.

As for measurement, this type of campaign generally "measures" itself. It's designed primarily to call special attention to something . . . isn't it? And people react to campaigns like that. Everybody hears about it . . . and, besides, they know before it starts that it's going to work. How can it miss?

When we talk about "spectaculars" or "dimensionals", however, I think we should all remember that these things are just overgrown "gadgets" (except when they also classify as "gifts") and that all the cautions concerning gadgets apply.

JESS L. HADSELL . . .

Mgr. of Sales Prom. and Adv.
The American Home
300 Park Avenue
New York 22, N. Y.

Jess Hadsell's job is to convince media buyers and advertisers that "American Home" is the right place for their message. His dimen-

sional mailers to these two groups are outstanding. Have been discussed in this magazine in June 1960.

Where do you get your ideas for dimensional campaigns? Start with the basic premise that nothing is any good, if it's been done before. Assume the attitude that the ordinary way of doing things is all wrong. This, of course, is not entirely true, but it will put you in a frame of mind to come up with something fresh and provocative. Then start looking all about you for things that will trigger an idea. A trip through the 5 & 10 or the supermarket will help. A walk through the neighborhood can be productive. Keep your eyes open and your mind in the proper frame of reference and you'll find yourself thinking, I wonder if I can make an apple out of paper? Are there any possibilities in a grasshopper? What about a bucket of paint? A phonograph record? A paper plate? A flower in a pot? The most unlikely things in nature can turn the trick. Most of the ideas won't be workable. One or two will be. There's a big difference between a promising thought and a fully matured idea. Time and concentration are required to put all the loose pieces together.

Ideas don't always come when you want them. For this reason, a 3 x 5 card file comes in handy. When something occurs to you, jot it down, and keep it on tap 'til another need arises.

Concerning items used, we very rarely "find" an item. Although I suppose for many direct mail users, there is absolutely nothing wrong with latching on to novelty advertising pieces or any number of readily available attention-compelling devices . . . we tend to avoid them. For several reasons, we generally fabricate our own dimensional pieces (usually of paper). First of all, we can incorporate the entire printed message right into the piece. This assures proper coordination of copy and art. It also allows room for a long message. Secondly, we are certain of exclusiveness. Next, there is an aura of creativeness and vitality suggested by paper fabrications. This impression rubs off on the product being advertised.

As for selling these campaigns to management, this can be tough the first couple of times around. After that, if the pieces have been good enough, you don't have much trouble. Results speak for themselves. A well-thought out presentation will help sell

the initial job. Two of the most effective arguments I know of are "longevity" and "increased audience." A dimensional piece can cost a lot more than a broadside or a booklet, but if it's any good, it's not likely to go directly from the "in" basket straight to the wastebasket. It may sit on a filing cabinet in the corner for months to come as a constant reminder of the advertiser. If this happens, it will be exposed, not just to one man, but to a great many people in the company. With this line of reasoning, it's easy to bring the cost per impression way down below that of a flat mailer.

It's interesting to note that our management has been willing to increase the direct mail budget regularly, year after year.

How do we measure the effectiveness of a campaign?

There are several ways: (1) One is through our sales staff. At American Home we have many salesmen calling on advertising agencies and manufacturing concerns. Every day these men report seeing dimensional pieces in offices throughout the country. Many of the pieces were mailed months before. The salesmen also bring back favorite comments from their prospects and clients. (2) We get fan mail from other people in the advertising business. The best kinds of letters are those requesting permission to adapt our ideas for other uses. (3) Extensive press coverage of our dimensional direct mail program is certainly an indication of its effectiveness. Advertising Age, Printers' Ink, your own Reporter of Direct Mail, Advertising Requirements and others have devoted a considerable amount of editorial space to the subject. (4) Of course, the best measure we've got is a big increase in business at American Home. As of this writing, orders on the books for 1961, as compared with the same time last year (about the time the program of dimensional direct mail was started) are up 33%. Many factors enter into this dramatic upsurge of orders, but we're confident our direct mail program played an important part.

LARRY MATHANY . . .

Advertising Manager
Foote & Jenks
Jackson, Michigan

Larry Mathany's dimensional approach is different than the others you'll find here. No doubt his budget is smaller, but even if it weren't, he probably wouldn't change his format. He packs a lot of punch into his

regular "gadget" mailings—a punch that has prompted many a complimentary Short Note in these pages.

Our direct mail thinking for more than 25 years has been to present our sales messages to our customers and prospects in an unusual format or design. We strive for attention by being dramatic in the use of mailer, gadget, gimmick, die cut or art treatment. This has been a very effective method for us to keep our name before the trade and support our direct salesmen's efforts in the field.

Our ideas for spectacular or dimensional mailings come from an intensive search for ways to repeat the same sales story in a fresh manner year after year—that we make excellent flavoring materials and that we are good people to do business with. Many of our ideas, of course, are adaptations of what others have done, shaped to our own purposes. We find trade magazine ads are good spring boards for twists to dimensional mailings. We are always on the lookout for unusual advertising specialties, gadgets or gimmicks that suggest leads into a sales pitch—but many times we find our task much easier when we select something to augment art treatment—give it dimensional punch—rather than a gadget or gimmick having a direct tie-in to the sales angle we are using.

For example—we use vanilla beans from Mexico. We come across a miniature sombrero that's cute and appealing. On the surface this should tie in nicely with Mexican Vanilla—but it would take quite a strain to make the hat sell vanilla. Instead—we use the sombrero as part of the art, resting on the head of a Mexican taking a siesta. No mention of the hat is made in captions or copy. It just helps set the scene—art wise—to talk about something from Mexico we use to make good vanilla.

We have no single or special source of supply for our dimensional material. We seek the items we use in catalogs, magazines, retail stores. As you become experienced in creating dimensional direct mail, you automatically become alert to clever items that are intriguing, inexpensive and mailable. Surprisingly, they pop up in some of the most unexpected places.

Our management was persuaded to approve a try at some direct mail dramatics many years ago in order to make ourselves known quickly in virgin territories where we were assigning a group of new salesmen.

(Continued on Page 45)

The Envelope

Your First Impression

Jack Maxson toils in the circulation promotion department of Curtis Publishing in Philadelphia. Primarily, he's a copywriter, charged with dreaming up better and better letters to sell CP's magazines. Most recently he's been working on Ladies Home Journal's successful cookbook promotion. This article was originally a talk presented before the Philadelphia Direct Mail Club, has been revised for publication in this special issue. Hope some of the examples mentioned start you thinking a little harder about the impression your envelope makes.

by John W. Maxson, Jr.,
Circulation Promotion Department, Curtis Publishing Company



TAKE A LOOK sometime at the largest consumer of direct mail—the waste-basket! In mail order work, most of us are satisfied with returns ranging from 1% to 8%. But did you ever stop to think that means 92 to 99% of your mail winds up in waste-baskets?

While trash collectors don't publish such statistics, I'll go out on a limb and guess that much of that unanswered mail never even gets opened—because the envelopes didn't do their part of the job.

A prospect receiving your mailing can react in one of three ways. He can look at the envelope, decide he isn't interested, and throw your mailing out. He can look at the envelope and decide to read it later—which usually means he'll throw it out, unopened, in a week or two. Or he can be attracted, interested or intrigued enough to open it right away and read your message.

Our job, of course, is to win that third reaction. And the job, I believe, begins with the envelope.

What is an envelope? Beyond the physical paper, ink and glue, it's a number of things. First of all, it's our business suit, the expression on our face. Our envelope creates that vital first impression so important to any salesman. Second, it's a sort of shipping case to protect our message and keep all the contents together until they're in the prospect's hands. Third, when used imaginatively,

it can be a showcase for our message, adding glamour, drama and excitement to what we have to say. And it's a mood-setter, determining our prospect's frame of mind as we reach him.

Too often the best talents of art, copy and production are applied only to what goes inside the envelope, while the envelope itself is ignored.

Actually, there are many things you can do with envelopes to make your direct mail more effective. Here's a check-list, by no means complete, of things you should consider:

1. **SIZE**—Much mail runs to #6, #7 or #10 envelope sizes. By going to a larger size . . . or a smaller size . . . or different proportions, you can make your package more interesting, more attention-getting.

2. **SHAPE**—There's no law that envelopes must be rectangular . . . at least not yet.* Odd shapes such as squares, triangles, rhomboids or other geometric figures have been used successfully in direct mail. A word of caution, though—check ahead with the Post Office and those who do your enclosing to avoid trouble.

3. **STOCK**—You can vary the weight or the quality of your envelope paper or add interesting texture or color by using less ordinary papers. You can even employ unusual materials such as straw paper, light-colored wall-paper, sized cloth, plas-

tic, cardboard and so on. Be sure you check the stock's resistance to tearing, bursting and fraying, and don't economize falsely by using stock so light your package splits open or arrives looking tattered. Again, watch postal regulations—but push them to the limit!

4. **ART TREATMENT**—Should you use type only . . . or design . . . or illustration . . . or a combination of these three? Would a photo be better than a drawing? And how many colors . . . one, two, three or four? The art possibilities of envelopes are unlimited—too complex for me to discuss in this brief article. All I can say is explore, experiment and test!

5. **PRINTING PROCESS**—Many large-run envelope houses print from rubber plates, making it difficult or impossible to get good reproduction of fine-line art or halftones, but there are other ways of getting what you want—offset or letterpress—even though they're often more expensive. And for a really impressive appearance, you might consider embossing or one of the raised printing processes.

6. **WINDOWS**—Should you use a closed-face or window envelope? Cost, of course, is a factor you must consider, but windows can pay their way. In mail order, it often helps to print the prospect's name and address on the order form, making it easier for him to order. But there are times when the dignity or privacy of a

* For the time being, these suggestions apply. Enforcement of proposed standardization regulations (Jan. 1962) will alter this situation.



FIRST NEWS OF AMERICAN HERITAGE Picture History of THE CIVIL WAR

Unusual envelopes can create an excitement of their own, intrigue the prospect, and make him want to look inside.

closed-face envelope may be desirable. When you're using a window, you can add prestige and neatness with a glassine or cellophane window treatment. And what about using windows for elements other than the address? An excellent use of a window is a one-color envelope with a window to highlight the four-color folder inside—logical and interesting. Or where the windows are used to show something of interest or value inside. More expensive? Of course—and so were the contents! But who will throw away a piece of mail with a stamp or pennies inside? Who wouldn't be intrigued by a peek at an unusual or noteworthy enclosure? For variety, or to get around enclosure problems, you can use windows on both sides of the envelope.

7. POSTAGE—First class or third? If you don't know which will work better for you, test! You may be surprised! You can use U. S. postage stamps—lots of them . . . even on the reply envelope!—foreign stamps, pre-canceled stamps, metered indicia or printed indicia—or mix them in a series.

8. ADDRESSING METHOD—People's names are important to them—and your method of printing those names can affect their reaction to your mailing. You can choose from many methods—type-addressing, stencil addressing, computer addressing, label addressing or hand addressing. On labels, watch out for one problem—

labels that don't stick down properly and can be torn or pulled off. Envelopes can help you solve list problems, too. Suppose, for instance, that you wanted to reach parents of young children, but could only find lists of children's names. Just print "To the parents of . . ." on the envelope over the address area, and your problem is solved!

9. METHOD OF CLOSURE—Usually we think of gum-sealed or tucked flaps, but new ideas are appearing here, too. One wrinkle is metal snaps, and another is the pressure-sensitive, self-sealing flap—a great reply envelope idea for people who don't like the taste of gum!

10. OPENING METHOD—Some envelopes are as hard to open as safes. The persistent reader will find his way inside, but why count on persistence? Third class mail, of course, has an open flap except in the larger sizes, but not all recipients know that. Look into some of the handy opening devices available now—rip-tapes, slitting strings and perforations. Often you can tie your copy in with this special feature.

11. COPY—Should you use a full return address or a blind address? What about teaser copy—or copy that sets a theme for your mailing—or copy that states the purpose of your mailing—or tells of special contents? One envelope identifies the product, tells of a half-price offer and

mentions a savings stamp. Another stresses the Civil War, a topic of great current interest. A third simply says "The Markets of the 60's," and uses bold art and color for impact. Another boldly says "32 book stamps inside—values up to \$35." Another says "Photo enclosed," and evokes curiosity and interest. A pharmaceutical mailing tells the doctor the envelope contains an insert for a binder he ordered earlier—almost shouts "Don't throw me out!" A different piece teases you inside by starting off a list of "28 ways to save money" and telling you the list is completed inside. Copy possibilities, like art possibilities, are unlimited.

12. SPECIAL TREATMENTS—There are many unusual things you can do to make your envelopes interesting and effective. For instance, use some of the new scent concentrates. Jackson and Perkins, the mail order nursery, has used the odors of roses and lavender very appropriately. Or perhaps you can attach a small sample or swatch of material to the outside of your envelope—or make your envelope of the material, so it is an actual sample in itself. And the space on the envelope can be used for details on special offers not included inside, with coupons worked in to make your envelope an independent selling agent. Don't forget, either, that your envelope can help keep your list clean by carrying the Form

(Continued Next Page)

3547 request. To cut costs, you can make your envelope an integral part of your mailing, like this one. Or use a bind-in format for enclosure in magazines, using a handy reply envelope as a part of your bind-in. You can even leave the ends of your envelope open, and in some cases let your enclosures stick out.

Envelopes are Flexible

I haven't mentioned these various kinds of envelopes as examples of what you should do or as examples of the best. Many were well handled in some respects and poorly managed in others. And it's quite possible some of them were complete flops. But they do demonstrate one thing—the flexibility of envelopes.

There are practical problems, of course, which must not be overlooked. Watch size, for instance. Talk with your supplier before you get beyond the layout stage. He may be able to suggest minor changes to reduce stock wastage and save money. Check your letter-shop, too—be sure they can enclose the size you have in mind. And check with the Post Office when in doubt about what you can or can't do. The Manual isn't very specific about many of the things I've mentioned, but postal authorities can lower the boom on you in a hurry—and it hurts!

Fancy die-cuts and windows can be headaches, too, from the standpoint of production costs, enclosing difficulties or Post Office rejection. Make sure everyone who's going to work on or with your mailing at some point knows what you're going to do, so errors and problems can be caught before it's too late.

I know I needn't remind you to watch costs carefully—that's your job. Some of the things I've described are probably too expensive for some of you. But don't decide in advance that you can't afford some of these ideas—a good production man can often find a way to get you what you want for less. Don't start conservatively—plan big things.

Envelopes are trouble—but they're really worth the trouble. Properly planned and used, they're a tremendous asset to your mailing. Put more into them and you'll get more out of them!

If you don't give the necessary time, thought and effort to get the best possible envelope, it will only help to hold your mailing together on its way to the ever-hungry wastebasket. •

Strike
It
Rich
With



Matchbook Advertising

by Russell J. Fornwalt

THE USE of matchbook advertising in selling by mail is increasing. Today in mail campaigns the matchbook is selling everything from beer to bank accounts, magazines to molasses, and razor blades to hearing aids. The effectiveness of book matches, both as a mailing piece and as a device to stimulate mail order sales, has been tested.

The Storz Brewing Company of Omaha, Nebraska, mailed packages of ten matchbooks to 35,000 homes in the city of Des Moines, Iowa. The names were selected from that city's telephone directory, every second name being taken to make up the list. After the mailing a well-known market and opinion research organization was employed to conduct a survey among the recipients of the book matches. There were 2,238 interviews, or approximately six per cent of the total mailing.

The research report showed that 81.2% of the 2,238 people interviewed used the book matches; 18.8% were non-smokers and gave the matches to others. Over the eight-week survey period, the number of people interviewed who could remember the product advertised was 90.1% of the total; 70.2% of the interviewees were able to name the advertiser—Storz Beer; 52.9% of those interviewed over the eight-week period could identify the illustration on the front of the book match cover as an "orchid." The figure was 57.1% of those interviewed during the eighth week. Four weeks after the original mailing, 56.5% of those interviewed still had some of the book matches left.

Bob Gorham, merchandising manager for Storz Beer, says, "After extensive research and resurveying of

the market, it has been determined as nearly as possible that the recent book match advertising campaign for Storz Brewing Company, mailing to every other telephone subscriber in Des Moines, Iowa, gave us an 11.3% increase in sales in the sixty days following the campaign. This increase, we believe, is directly attributable to the book match direct mail program."

As an effective method for building better public relations, savings banks are mailing cartons of book matches to the proud parents of "little savers" in the community. Every time a baby is born, the local bank sends an attractively packaged box of 25 book matches imprinted with the words "It's a Boy!" or "It's a Girl!"—accompanied by a gift certificate—to the mother and father. The certificate is usually worth one dollar toward the opening of a new savings account for the child.

President V. J. Vouillon of the Washington National Bank, Ellensburg, Washington, says this about his bank's book matches for babies program: "Up to date we have mailed 425 units to the parents of new babies. Approximately sixteen per cent of the people involved have accepted the invitation and opened 67 new accounts. In addition, there is an item of good-will which, of course, is impossible to measure. We are all very well satisfied with the program and plan to continue it indefinitely."

Secretary Robert A. Babcock of the Connecticut Savings Bank, New Haven, comments: "Over a period of approximately 14 months we have mailed 3,633 checks and cartons of book matches, appropriately printed 'It's a Boy' or 'It's a Girl.' Of



Matchbooks are commonplace, many times unattractive, yet they can achieve remarkable results if used correctly.

these 3,633, there have been presented for deposit 953. Of that 953, 353 are as a result of a follow-up letter. The aggregate initial deposits are \$19,887.72, which, of course, includes the \$953 worth of checks. The average initial deposit, therefore, is \$26.86. Our replies are just under 25%."

"One thing that is rather striking," continues Mr. Babcock, "is in a survey made by us of the first 20 Baby Check accounts opened at the main office. This survey shows that none of the 20 accounts has been closed, and 17 have had additional deposits. The total amount of money involved in the 20 accounts referred to at the time of opening is \$509.50. The present total, one year later, is \$1,773.75. This, I believe, shows that these accounts stay with us."

308 Accounts For Bank

Lester J. Norcross, assistant secretary of the Syracuse (New York) Savings Bank, advises: "On February 19th the original mailing commenced and has taken place intermittently from that date to June 1st. There have been a total of 1,554 cartons of matches with certificates enclosed mailed out during that time, resulting in 308 accounts being opened for an average balance of \$10.64, which does not include the \$1.00 certificate credit. Needless to say, we are all well pleased with the results of this promotion."

For the purpose of soliciting inquiries for its salesmen to follow up, Mutual of Omaha (an insurance concern) had a coupon imprinted on the inside cover of 250 million matchbooks. These were distributed on a national basis through all kinds of retail outlets. The cost per thousand matchbooks was 32½ cents, and the

total cost was \$81,250. The company received 57,011 coupons, the cost per coupon amounting to \$1.43. The cost per match cover lead was satisfactory to the advertiser and lower than for other media used.

Kiwi Shoe Polish used 50 million matchbooks with coupons to offer samples of the product for 15 cents each. The cost per thousand books was 40 cents, and the total cost came to \$20,000. The number of people mailing in coupons was 29,631, and the cost per coupon amounted to 67½ cents, comparing very nicely with other media for the same purpose.

Several home study schools have used and are continuing to use match cover coupons to obtain inquiries for their correspondence courses. The American School, Chicago, which helps students finish their interrupted high school education, used a coupon to offer a free 56-page booklet. Art Instruction, Minneapolis, advertised a free art talent test on its matchbook coupon. The American School received 35,250 coupons from a distribution of 250 million match covers at a cost of \$2.30 per coupon. Art Instruction had 69,750 replies from a \$250 million circulation, the cost per coupon amounting to \$1.16.

Blade Man used book match coupons to secure orders by mail for razor blades. From a distribution of 250 million matchbooks, costing \$81,250, the company received 190,750 orders. The per-coupon cost was 43 cents. General Foods found that results of its matchbook advertising were superior in offering Jell-O molds for sale by mail, spending \$65,000 to put 200 million match-books into circulation.

Haysma Company, Chicago, mak-

ers of capsules for fast relief from discomforts of hay fever and asthma, is successfully promoting its product with book matches. For one dollar and cover coupon Haysma will send the regular size package of capsules.

"We have used advertising book matches as an advertising medium," says W. Krop of Haysma Company, "for about five years, with distribution running yearly into millions of books. The coupon on the inside has always been one of the features. The excellent part of book match advertising is that not only can we pinpoint distribution in every section (concentrating at seasons where hay fever is prevalent), we also introduce our product to the ultimate user. We have found that drug stores welcome Haysma matches not only to pass out free to smokers; they are even sold in boxes of 50 books of matches to the box. Our matches are also used widely by candy and tobacco jobbers, wholesale grocers, chain stores, paper goods houses, and a number of others."

Free Five Month Subs

To introduce "Salesman's Opportunity Magazine" to new readers, the publisher uses a matchbook coupon to offer free a five-month subscription. Commenting on the matchbook program, Thaddeus Hoinko, the magazine's managing editor, says: "We have placed some two million of these book matches, and the results have been quite satisfactory."

Grandma's Molasses, South Boston, Mass., uses a matchbook coupon to offer a free "Mother and Daughter Recipe Book." John D. Mendes, sales manager for the Package Division of the American Molasses Company, makers of "Grandma's Molasses,"

MODERNIZE NOW! — if a price that fits your budget!

Each one a self-qualifying Regulator has designed from better and modern and more accurate. Therefore we recommend all these Regulators and matchbooks with Regulator. **Perfectionist?** — any type setting of matchbooks and cutting conditions in work here. Every match is designed to give you the maximum strength and safety.

Order today!
Use attached order card

Match book is included in the price of the matchbook.

WC-8 for light duty welding and cutting operations. 100¢ 30
WC-10 for medium duty welding and cutting operations. 150¢ 30
WC-15 for heavy duty welding and cutting operations. 150¢ 30

WC-18 for extra heavy duty welding and cutting operations. 150¢ 30

Southern OXYGEN COMPANY

Perfectionist?

Southern OXYGEN COMPANY

Order the mail that fits your need —

WC-8 \$100.00 for light duty welding and cutting operations

WC-10 \$150.00 for medium duty welding and cutting operations

WC-15 \$150.00 for heavy duty welding and cutting operations

WC-18 \$150.00 for extra heavy duty welding and cutting operations

☐ Please Print Name, Address, City, State, Zip, and Telephone Number

☐ Please Print Name, Address, City, State, Zip, and Telephone Number

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

TELEPHONE _____

Many matchbook manufacturers make odd-sized and oversized matchbooks with business reply card format, making it easier for match user to respond to offer.

advises: "We have used book matches as an advertising medium in the New England area for a great number of years. We are continuing to use them in the current year and are still offering, through a coupon in the matchbook, one of our recipe books, because the response to this offer has proven quite satisfactory. Further, the distribution of the matchbooks through our own sales organization has been a helpful promotional piece."

RadioEar Corporation, Canonsburg, Pennsylvania, is currently obtaining leads through the use of book match advertising. The company offers a free fact-packed booklet to those who mail in a cover coupon.

"Our industry," says L. M. Myers, President of RadioEar Corporation, "has always been faced with a perfectly fantastic cost per lead from all advertising media, due to the fact that only some 2½ to 3 per cent of the population in the country can ever be considered prospects for our product (hearing aids). Our current experiment with matchbook advertising was made in the hope of procuring leads for our national distribution organization at a cost of \$4 each

or less. Anything under \$4 will be extremely satisfactory. However, only two-fifths of the matchbooks contracted for have been shipped, and, of course, there is considerable time lag because of the unknown length of time shipments may remain in warehouses before reaching actual point of distribution. So far, on the basis of bills rendered and leads received (October 17, 1960), they have cost us in the neighborhood of \$11.50 apiece, which I feel sure will be substantially reduced by the time final figures are in—some seven or eight months from now. So far, our own direct mail efforts have produced leads at the lowest cost, our latest mailing having cost us approximately \$5 a lead. Local newspaper advertising done on a cooperative basis with our dealers and with copy carrying the dealer's name and address has, in some cases and in some locations, produced leads for as low as \$8 per lead. Magazines of national circulation have been extremely costly, with the cost per lead ranging up to well over \$100 each in some of the larger weeklies. Therefore, at this particular time, I would hesitate to say whether or not RadioEar will continue match

book advertising after the current experiment, but we think there is a distinct chance that it may prove to be our lowest cost lead-getter."

Even charity and welfare organizations are finding that "Matches-By-Mail" can be effective in promoting better public relations. The Philadelphia Women's Committee of Big Brothers of America twice a year sends book matches to prospective contributors and business concerns.

It is easy to get book matches into circulation. The makers of matches can and will assist you in distributing your books locally or nationally. Just as circulation of the magazines in which your advertising appears is the problem of the publisher, so circulation of your matchbooks is the problem of the manufacturer.

You can also mail matchbooks in special foil-lined containers to your customers and prospects. One of the leading manufacturers of book matches has mailing containers (government approved) available at \$3 per 100 when a quantity of 300 is ordered. Each container holds six 20-splint books. Containers holding 10, 12, 25 and 50 books are available at slightly higher prices. ●

Survey

Report

How Executives Look At Their Mail

1. Generally, when I open my direct mail advertising, I look first at:

- () Regular business envelopes
- () Oversized, undersized or odd shaped envelopes
- () Self-mailers
- () Boxes or packages
- () I don't open my own mail.

That's done by () Secretary

() Mail room

2. Generally, I pay most attention to mail advertising that:

(Check more than one if you wish)

- () Is a personal letter to me
- () Is unusual in shape or size
- () Contains some gadget or gimmick

() Gets to the point quickly

() Is a bulletin pertinent to my business

3. Generally I feel that clever or unusual direct mail:

- () Is a waste of money
- () Helps the sales story told in the copy
- () Hinders the sales story

() Makes me more curious to see a salesman or ask for more information

() I never receive any
4. My company () does () does not use direct mail to contact, influence or sell to customers and prospects.

To determine how direct mail advertising is received, looked at and reacted to by business executives, the editorial staff of *The Reporter* made a survey-by-mail to 3000 businessmen. The questions we asked are listed above.

The list was comprised of: 500 *Reporter* subscribers, 500 other known users of d.m., and 500 Presidents, 500 Sales Managers, 500 Purchasing Agents, and 500 Controllers of manufacturing or service firms selected at random by our list supplier.

The survey was mailed first class. Returns totalled 514, or 17%. Perhaps they might have been higher had we not inadvertently used a #6 business reply envelope instead of the #9 envelope we specified. A number of respondents verbally slapped our wrists because we made it difficult to fold up the 8½ x 11" questionnaire into a small envelope. A good point for any mailing.

1. Of those replying, 46.3% reported that they do not open their own mail. 79% of this group said their mail is opened by their secretary, while 20% said the mail room handled this chore. A few reported that both secretary and mail room open mail, while several did not specify who opened it for them. Many of the above also checked one of the first four boxes. Some checked more than one. This is a breakdown of the replies.

Regular business envelopes.....41.6%
Boxes or packages.....10.7%
Oversized, undersized,
odd-shapes.....9.5%
Self-mailers.....1.9%
I don't open my own mail.....46.3%

2. Given the opportunity to check more than one box in Question 2, repliers checked an average of 2.2 boxes each. By far, the personal let-

ter is the form of mail to which the most attention is paid, according to our repliers. Here's the way the returns breakdown.

Generally I pay most attention to mail advertising that:

(Check more than one if you wish)
Is a personal letter to me.....60.1%
Is a bulletin pertinent
to my business.....54.2%
Gets to the point quickly.....49.4%
Contains some gadget or gimmick.....15.2%
Is unusual in shape or size.....8.7%

3. Almost two out of three repliers feel that clever or unusual direct mail *helps* the sales story told in the copy. Again, some repliers ticked off more than one box.

Generally, I feel that clever or unusual direct mail:

Helps the sales story.....65.6%
Is a waste of money.....17.5%
Makes me more curious to see
a salesman or ask for
more information.....12.0%
Hinders the sales story.....6.0%
I never receive any.....2.7%

Positive reactions.....77.6%
Negative reactions.....23.5%

4. Of the 514 replying, 383 said their firms *did* use direct mail; 106 said their firms *do not* use direct mail; and 25 did not indicate one way or the other. Of interest is the comparison of percentages revolving around Question 3 a. (Is a waste of money). 17.5% of the entire 514 checked this box. Of this group 60% use direct mail, 33% do not, while 7% checked neither box. This compares with the overall percentage of 74.4% who do use direct mail, and 20.6% who do not—an indication, perhaps, that unusual mail promotion is not as well received by firms who do not use the mails to advertise as by firms who do.

If any conclusion can be drawn from this small and unprofessional survey, it is that businessmen as often as not open their own mail;

when they do they show more interest in regular business envelopes, personal letters and bulletins. They also like to read copy and letters that come right to the point.

They feel that clever and unusual direct mail *helps* the sales message delivered in the copy—but over and over again, we saw the same qualifying comments handwritten in the margins. It helps IF the d.m. is really clever and unusual, IF it has a legitimate tie-in with the message presented.

Many repliers also took the time to enter other comments. Here are a few of them.

"It all depends on whether it is done right—whether it makes the reader say 'Gee, this is an attractive proposition' instead of 'Gee, this is an attractive mailing.'"

"Provided it gets to the point quickly. Don't put a lecture on paper. That's what salesmen are for."

"Cleverness must be combined with brevity and good taste to be given attention."

"With the vast amount of direct mail in a week or even a day, a lot hardly gets a glance, so unless it has eye appeal it gets little notice."

"Sales letters are much too wordy"

"Personally I feel that direct mail advertising that comes to us under regular first class mail rates . . . is worth reading, and I check this carefully. If the company advertising does not feel it is worth the price of first class postage, then I do not feel it is worth my time to read it."

"Really good letters are the best."

"Generally speaking, I don't even open about 70% of the 50-60 direct mail pieces I get each week. Anything with a stencil address hasn't a chance. Only something that looks 'different' — in size, shape etc.

"I pay attention to the gadget, not the sales story."

"Direct mail, like space advertising, gets about a second of my attention. If the point is not immediately apparent, I very often don't even bother to hunt out the name of the company doing the mailing."

The Showmanship of Realism . . .

Methods of Getting Away

From the Usual

1. Die-Cut Mailing Pieces

In spite of the popularity of die-cut mailing pieces (one expert suggested a new name, "die-namic direct mail"), a relatively small number of advertisers seem to know what it is all about. To the inexperienced, die-cutting appears to be an expensive operation. Therefore, something to be avoided.

The two most generally used die-cutting processes are called:

1. High die-cutting
2. Steel rule die-cutting

The high die-cutting can be eliminated from this discussion because high dies are used mostly for labels, and for similar pieces of simple outline used in large quantities. Envelopes, for example, are made with high dies.

Steel rule die-cutting is the process used most generally for making unusual direct mail pieces. Steel rule dies are relatively inexpensive. They can be made to straight-cut, die-cut, crease, cut-score, perforate, punch, emboss and panel in a single impression of the press.

The average job of die-cutting is handled in the following fashion: The artist makes the final drawing for the direct mail piece. The necessary plates are made. Press sheets from the actual run are sent to the die maker, marked to indicate exact outline of die, position of score rules, etc. The sheet is also marked to indicate "guide" and "gripper" sides, so that true register can be achieved in the die cutter's press.

An exact outline of the parts of the paper to be die-cut is transposed to a block of wood. The wood is cut through with a jigsaw along the

indicated lines. Thin pieces of pliable cutting rule are bent into proper shape and pushed into the slots in the wood.

When the rule is in place, small pieces of spongy rubber are cemented to the wooden blocks, along the rule and in the center of the form. The rubber pieces are higher than the cutting rule. Their purpose is to push the paper away from the cutting rule after the press impression (or cut) has been made.

Concerning cost: As a general rule, the cost of a die for an ordinary small area die-cutting job runs about the same as the cost of a zinc etching of the same area. However, the comparison changes when the area to be die-cut increases.

As a general rule, the die-cutting of a direct mail piece costs no more than the cost of another color on the same job without die-cutting.

I am including here some sound advice once given to me by Guy Hodges, a top-notch designer of unusual mailing pieces.

Die-cutting might be likened to cookie cutting, for the printed sheet is struck by a sharpened steel rule bent to the required shape and embedded in a wooden block. The sheets are fed, one at a time, and later are "stripped" in small lifts. Because this excess stock must be hand-stripped, it is wise to avoid extremely intricate outlines or lacy patterns which might be damaged by the operation.

Just as a bleed allowance is made on straight-cut jobs, so a $\frac{1}{8}$ " bleed should be all around the die-cut silhouette.

To assure accurate back-up on a two-sided design, the printer should always work to the same guide and gripper when turning the sheet.

While it is possible to die-cut most any kind of stock, it is wise to avoid the lighter weights, since they are troublesome to

handle and not effective in appearance. Heavy coated, Bristols, offset and cover weights are very satisfactory. Where the job includes a score rule for folding, it is usually best to have the grain of the stock run across the score rather than parallel . . .

Much of the final effectiveness of a die-cut piece rests in the skill with which it is designed. Not the art work necessarily, but the way in which the die or cut is employed to best advantage. Wise choice of stock, direction of grain, freedom from weak spots. These are worthwhile considerations. It will pay you to contact an experienced designer. The process can be used for any of the six basic functions.

Here is some sound advice given by Lewis Kleid several years ago in one of his bulletins to customers.

How to do it: From a creative point of view the simplest technique is to chop out a booklet, a folder, a letter or a card in the actual shape of the product. A notable series along these lines was done by Spalding with a series of folders cut and realistically printed to resemble golf balls, baseballs, footballs, basketballs, tennis balls, etc.

Die-cutting to project the product: Instead of chopping out the circumference of a stitched booklet or folder, it is desirable sometimes to shape only one, two or three side and then to fold so that the die-cut is in relief against a squared-up surface. For instance, the Illinois Central Railroad had a folder with the first page cut out in the shape of a locomotive. Burlington Trailways had a bus cut out on page one against a cut-out skyline.

Die-cut with insert: In this case, a hole, a slot, or a band is cut into the mailing piece to permit the insertion of a gadget or another piece of printed matter. Example: A newsboy or messenger who carries under his arm in a space slotted for that purpose, a newspaper or handbill.

Peep show die-cut: Another variation is the design which takes the shape of a window, a key-hole, a door, a spotlight, a frame or binoculars to permit a preview or partial view of the illustration printed on the inside page. A bathroom scale company, using the "before and

after" method, showed a fully clothed figure on the outside of the folder with the head visible through a round die-cut. Upon opening, the figure was revealed again, but this time with less clothes.

Die-cuts that move: Here cars move along a road, skaters whirl in graceful pirouette, and buildings appear in dimension under your very eyes. The motion of pulling the mailing piece out of the envelope or opening the folder produces the action. This is achieved by off-center folding sometimes in combination with a rubber band.

In other case, a slot is die-cut in the mailing piece to serve as a runway on which the moving part is manipulated. An extending tab is usually marked: pull here or pull this out.

Others more functional variations include 'spinners' and 'pullers' for slide rule and statistical data.

Conclusion: Paper and sharp pair of shears are all the imagination designer needs. See first what can be done by cutting up some former mailing pieces. It's good merchandising to show before and after pictures by means of a swinging die-cut. If the product is one that lends itself to action, try to use spinners, pullers or pop-ups. In any case, dramatize the product by cutting it out against an interesting background. Business cards and blotters will look much more interesting if die-cut in the shape of the product. A book, fish, oyster, bottle, box, car, etc. While pop-ups and die-cuts may be used for tricks and attention, they can be functional and designed to sell creatively. Instead of the conventional rectangular shape, you can use a cut-out or activated printed piece which would dramatize a shape, be functional, show appropriate action, or reveal inner component.

2. Tip-Ons

Tip-ons constitute the simplest method of attracting attention. They can be worked in combination with all the other methods of achieving the unusual. Here are a few examples:

- A scale manufacturer tipped on to its light weight circular a heavier stock, accordion-folded order devise. The tip-on attracted extraordinary attention because of its unusual weight and character.
- Many concerns have used the idea of tipping on to a booklet or circular a mirror to tie in with the cover title. For example: "Take a look at a man who can do a lot toward increasing your firm's profit in 1953."
- A paper company tipped a piece of cotton cloth to a circular to emphasize the fact that their papers are made from cotton cuttings.
- A grizzly sort of a tip-on was used by Petersham Transport Co., Ashfield, Australia. Tipped to the upper right hand corner of a sales letter was a 2½" long hangman's noose. Copy on letter started: "Have you ever felt that you would like to hang the lot of them?" And if you think that's bizarre, each of the knots was handtied by a Petersham truck driver who had once been a hangman.
- A steel company used a unique tip-on idea in the wrapper which accompanied dividend checks to stockholders. Each

wrapper carried a tipped-on photograph giving one important fact about the work of the company.

The extra tip-on gets attention because it is unexpected. If well handled . . . the extra attention value is worth the extra cost. A tipped-on postage stamp on a letter, for example, always gets extra attention.

3. Gadgets

Some people like gadgets. Some people don't. Gadgets are usually miniature reproductions of a larger commonplace article. Gadgets are usually pasted to, tied to, or punched through a letter or folder. Sometimes they are packaged in a box.

Gadgets usually appear at the top part of a letter, adjoining the first paragraph or the attention-getting headline.

Here is a partial review of gadget letters: (I'll describe gadget and then give headline or the first paragraph lead-in.)

- A clothing manufacturer used these: A die-stamped half of miniature football. "The air is full of footballs right now! And the stadiums are full of Ramblers!" . . . An imitation blue bachelor button. "Do you like a suit that has a smart, metropolitan, 'flower-in-your-buttonhole' air about it?" . . . A sharpened pencil. "We've had to sharpen our (pencil placed here) down to a pretty fine point this fall to be able to bring you a suit that has much quality and as much style as our Worsteds" . . . A campaign button. "This is a campaign letter, but it's different from any other campaign letter you'll receive this fall. WE'll wager that." . . . False mustache. "Handle bar mustaches, like this one, went out of style years ago. And so did snug-fitting, narrow-shouldered, tight-chested clothing for men" . . . A small spoon. "You don't have to be born with a (spoon) in your mouth to be able to afford the comfort and luxury of one of our Bench Made Suits."
- A newspaper used these: A rabbit's foot. "Luck has no part in good advertising or in its results." . . . A small fish "Let's go fishing where the fish are!" . . . A miniature fireman's helmet. "Only 4% are interested in fire helmets, but." . . . A twisted nail puzzle. "There are two parts to this puzzle." (Two parts to the story.) . . . A miniature hammer. "You know it as a hammer, but to a mechanic it's a ball pen!" . . . A compass. "Do you chart your course in advertising or just guess?" . . . Miniature brass hat. "Here's a personal message to the brass hats." . . . Miniature wrench. "Tighten up on your advertising policy and eliminate waste!"
- Al Corchia Jr., NYC artist, uses a cute figure of a man at the top of his letters. The "man" is divided into three parts—arms, legs, and chest and head, and swivels on a metal ring fastened on the paper. Copy lead: "Boy, it's good to get out of that envelope."

There are many other notable gadget case histories. Leo P. Bott, Jr. (advertising man), 64 E. Jackson Blvd., Chicago 4, Ill. designed a gadget mailing for one client every month for more than twenty-five years. In that period he used practically every conceivable device from dead wasps to vitamin tablets.

Perhaps the most outstanding continuing gadget campaign is conducted by the Green Giant Company, Le Sueur, Minn. In a field notorious for its shoddy advertising to grocers and wholesalers, they have stolen the show. Mailings are fairly standardized (10½" x 13¾" pocket type portfolios). Inside there are proofs of current or coming advertising in national magazines; bulletins with sales suggestions. But there's always a gadget some place. Usually on the cover. To stimulate interest, cause a laugh, and get action for the stuff inside.

Every gadget used throughout the years has definitely tied in with the theme of the month. The idea came first . . . then the search for the gadget. For example: A green plastic, wire-legged grasshopper was attached to cover titled "To Hop up Your Sales." "Out of This World" portfolio carried a plastic rocket ship. An imitation watch was inserted onto the wrist of the cover figure, who announced "You'll get all wound up over this." "This'll warm 'em up" was title of a piece carrying a miniature hot water bag.

The Wolverine Tube Division of Calumet & Helco Consolidated Copper Company, 1830 Guardian Bldg., Detroit 26, Mich. have been long-time users of realism in their direct mail. Many of their messages arrive in small mailing tubes (symbolizing their product). Contain 11 x 5¾ inch rolled strips with clever printed messages.

The idea and the copy should come first as the logical solution to a definite problem. Then if a gadget is called for . . . the search begins for the gadget.

CLOSING ADVICE: If you use gadget mailings . . . you are in show business for sure. You can have terrific flops, as well as successes. So be careful. Use Tact with a capital T. And it saves many headaches to get the advice of experts. Don't use gadgets just for the sake of using gadgets. Be sure that your gadget mailing is in good taste . . . and appropriate to the market you are reaching.

(More on next Page)

4. Transparencies

What is meant by transparencies in direct mail? Using a sheet of material such as cellophane, celluloid or plastic instead of an opaque sheet of paper. By placing a sheet of transparent material in a die-cut aperture, part of the picture on the next page can be seen.

Champion Paper, Hamilton, Ohio, mailed an attractive folder to prospects which was illustrated like a printer's magnifying glass. Die cut hole on cover was backed by clear transparent sheet carrying legend: "Take a Closer Look", and showing a dragonfly on the page beneath. Tie-in was to take a closer look at their Templar Coated Offset.

By printing part of a picture on the transparency itself, the scene can be changed when the page is lifted. By using a colored sheet of transparency, such as red, green or blue . . . the colored transparency will eliminate from the picture underneath the corresponding color.

Goodren Products Corp., 101 West Forest Ave., is a firm that specializes in transparent items, including their *Crystalletter*, a sales letter printed in one or more colors on clear cellophane.

Some of these transparency processes are supposedly covered by patents, but don't worry about them too much. The patents assumably cover a continuous series of successive overlays of partly printed transparencies, but do not and cannot cover the use of plain transparencies.

It is unquestionably true that the successful adaptation of the transparency idea to direct mail depends upon getting the services of a reputable authority on the process. The tip-ons are hard to handle because the light transparent sheets may wrinkle.

5. Embossing

Embossing, described non-technically, is a method of pressing or distorting the paper so that the type matter or the illustration is raised above the surface of the paper and can be felt by the fingers. Many companies have embossed booklet covers, to add an element of distinctiveness or richness.

For embossing you usually need a brass male and female die. The dies are expensive, but not too expensive if your work requires a quality impression. Embossing can be performed without or with ink.

One of the most popular forms of intricate embossing simulates the sampling of shirts, ties, socks and other products where the texture of material can be shown. It is a highly specialized process, combining embossing and accurately printed color plates. And there are only two or three organizations in the country equipped to perform the work. It is suitable only for large run productions.

It is estimated that more than ten thousand retailers use embossed circulars supplied by manufacturers. One of the well-known producers of this type material is Simplex Textured Reproductions, 225 Varick St., New York 14, N. Y. You might write to them for samples.

6. Sampling

You can use sampling in direct mail when you have a product which is suitable for sampling within the limits of a direct mail piece. Sampling is effective because it the best methods of picturing the products offered.

- A manufacturer enclosed a small sample of their electrolytically produced metal mesh screen in a folder going to manufacturers who could use such a product in industrial production.
- Three different greeting card bags were mailed to prospects by Rust Craft in advance of the Christmas season. Actual samples helped prospects decide about purchasing. The bags were mailed in a Kraft paper folder, bulk rate, which resembled a supermarket shopping bag, and carried caption, "It's in the bag!"
- A department store used a combination of die-cutting and sampling to show correct color combinations of fabric for furniture.
- An insulation company inserted a square sample of its product in a die-cut circular.
- The Dartnell Corporation offered their deluxe hand-bound personal record books in a sales letter. At the top of the letter they stapled three samples of different leathers that could be specified for the covers.
- The Lobster Restaurant mailed to business execs in the area. Each mailing included a miniature luncheon menu which gave the prospect an idea of the kind of food served and the prices. (Story in May 1960, page 28)
- A cable manufacturer attached to its self-mailing circular a four-inch strip of ignition cable.
- Hammermill Paper to introduce their new Sentry Safety paper (to guard against check raising) mailed a small figure of a Buckingham Palace guard with a sample tucked under his arm. (Story August 1960, page 37)
- The pharmaceutical manufacturers are perhaps the largest users of sampling. And many have devised new ways to put extra showmanship in their sampling pro-

cess. Pill boxes in colorful bags. Sample boxes with pills showing in die-cut pockets and mailed in transparent plastic envelopes. Samples showing through die-cut apertures in folders.

Remember the warnings about sampling. Be sure the samples are packaged right, so they get to prospect in good conditions.

7. Trick Folds or Unusual Shapes

It is possible to achieve unusual formats without the expense of dies or die-cutting by tricks of the folding machine and cutter. Folding or shearing off the corners of a conventional, rectangular letterhead or printed form is one way to secure an odd shape or animated mailing piece.

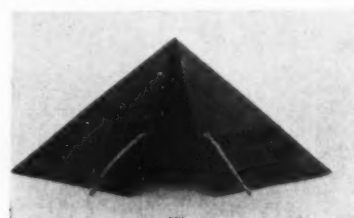
There is one way to get striking and unusual two-color effects by simple trimming and folding without die-cutting or printed tints. You use a two-toned paper. That is, one color (or white) on one side; another color on the other side. Such paper is made by the Appleton Coated Paper Company, 3040 Wisconsin Ave., Appleton, Wisconsin.

Best way to learn more about how to obtain unusual formats by unusual folds and cuts is to study the suggestions made by many of the manufacturers of paper. Get in touch with your local paper merchants. Particularly active in idea promotion have been the manufacturers of Bristols.

Many unusual formats can be obtained by a partial or off-center fold which forms part of a picture when the half-fold is lifted.

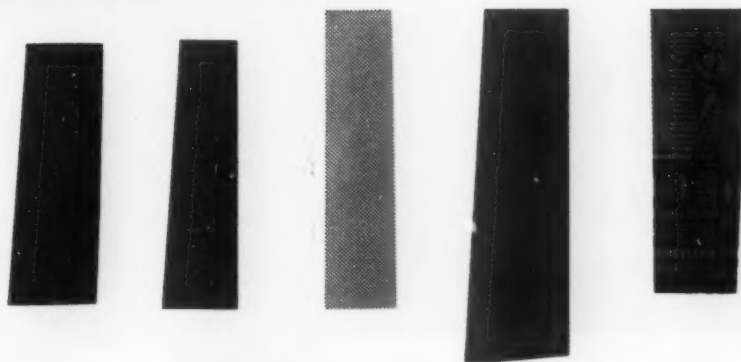
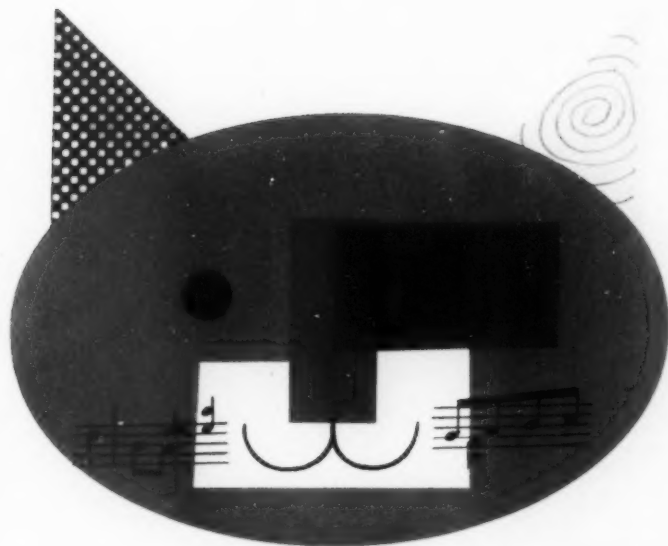
Unusual effects can be created by using miniatures, although miniatures differ from the conventional only in size. For a good example of clever promotion through the use of miniatures, ask your paper merchant to show you some of the Idea Portfolios of the Strathmore Paper Company.

- Ralston Purina made a mailing to camp directors for their breakfast cereals. Piece was printed black on chocolate brown paper 11"x5 1/4". Top corners were

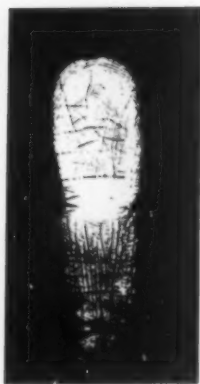


folded down to form "tent flaps" which in turn were held together by small twine ropes. Caption read: "Make Campers Flip Their Flaps for Breakfast."

This is Penn/Brite Offset...the value sheet



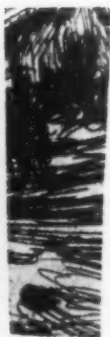
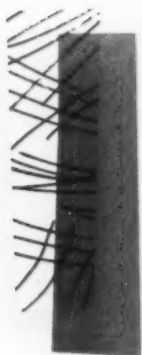
ELKERLEY



To demonstrate that the basic problems of printability are the same the world over, New York and Penn commissioned Tom Eckersley, internationally famous British designer, to create this insert. His goal: to incorporate the most demanding combination of graphic techniques that any offset sheet might encounter.

Mr. Eckersley subjected Penn/Brite Offset to the rigors of pin-point register . . . reproduction of delicate half-tones and airbrush vignettes . . . reverses of fine serif type out of black . . . heavy black solids to demonstrate opacity —and a host of other printing techniques—virtually “impossible” when combined into one “torture test.” Your own critical eye shows you how faithfully each of the design elements has reproduced.

Penn/Brite Offset, the white, bright value sheet, comes to you moisturized and double-wrapped. Write for new, complimentary swatch book and the name of your nearest distributor. New York & Pennsylvania Company, 425 Park Avenue, New York 22, New York.



Designer: Thomas Eckersley is Head of the Design Department at the London School of Printing and Graphic Arts. A member of the Alliance Group Internationale, his work has been exhibited all over Europe. During the war, while serving with the RAF, he designed posters for various Governmental departments. In 1948 he was awarded the O.B.E. for British poster design. He has taught design at the Westminster School of Arts and is currently a leading free-lance designer.

NEW YORK AND PENN *Pulp and Paper Manufacturers*

- Printer's Supply Salesmen Guild of N. Y. mailed out an effective broadside for their Xmas party. The red, green and white sheet was folded 5 times, each time off-center so that copy from other folds always was visible as piece was opened.

- Manpower, Inc. mailed an unusually shaped Xmas card to customers 2½" wide and 56" long. Printed brown, mustard, yellow, and black the card is a paraphrase of Night Before Christmas. It comes folded in 8 sections so mailing size is 7" by 2½". Only one side of the "card" was printed—the reverse is blank.

- Insurance Company of North America used an accordion folded message in a self mailing "box" to secure leads for agents. The box which folded to 3½" square by ½" deep housed the long folders



which stretched out to 36" long. Copy tag: "It isn't always easy being a homeowner." The piece is much requested by agents who find it works.

8. Pop-Ups and Motivated Devices

There has been considerable controversy in this particular division of direct mail, because nearly everyone who originated a motion or pop-up device thought the idea was original and immediately rushed off to the Patent Office. The patents on the motivated mailing pieces have expired. Most of the pop-up patents aren't worth the paper they are printed on.

Pop-ups can be handled simply... by die-cutting and reverse folding. They take careful planning and a liberal use of scissors before the job is ready for the engraver and printer.

Pop-ups can also be motivated by rubber bands, by flexible wires, or by off-center tip-ons.

- For Renault, E. F. McDonald Co., Dayton, Ohio, developed a small folder for

a sales incentive campaign. When opened three balloons, die-cut from paper, swung up off the page attached to a thin wire rod which was taped onto the bumper of an illustration of a Renault. (This is a Renault trademark.)

- In a mailing to dealers by Ford promoting the 1961 line, a bamboo curtain



was attached to the third page of the four page folder. When folder was opened a thread rolled the curtain up showing 12 page detachable advertisement that had appeared in *Readers Digest*. Curtain supplied through Brownie Manufacturing Company.

- A Bell & Howell sales letter for their Phillipsburg inserters carried a line illustration of a slide-rule at the top. A paper strip was inserted through two die-cut slits on the rule. A half tone X'ed out showed many employees working at desks inserting materials. Other end of the paper strip said "Break Seal and Pull." By pulling the strip through the slits, a photograph of the Phillipsburg inserter came into view, with the caption Automation does it. (See page 39).

- To demonstrate their creative talents, Creative Promotions delivered hat-boxes to key executives on their prospect list. When lid was lifted off, a helium-inflated balloon rose out of the box lifting a cardboard arm that held a card which explained their services. (Complete story in July 1960, page 38)

- *Boy's Life* sent a large folder to advertising prospects. Folder opened to reveal readership chart for boy's magazines, while a die-cut pop-up of a BL cover and a red arrow sprang into view. Action caused by pasting chart to folder leaving excess paper on the chart and folding it in reverse of fold on the folder.

9. Unusual Material

If you decide to use one, don't let an amateur handle production. Get an expert.

It is possible to get away from the usual or conventional formats in direct mail by using uncommon or unfamiliar materials. It can be accomplished in part by using unusual paper. Paper with deckle edges or fancy finishes, box papers and decorative wraps, tissue paper, onion skin, leatherettes, butcher paper, and even course brown wrapping paper.

Or a letterhead or mailing piece might be reproduced on cotton cloth, linoleum, plastic, leather, oil cloth, wallpaper metallic paper, cellophane, wood veneer, etc. Expensive? Yes. But the extra cost might be warranted because such a mailing would naturally be limited to small lists and highly selected names.

- A medical house used a circular, die-cut folder to druggists promoting an extra penny sale of tooth brushes. Dry embossed on the copped metal laminated cover, designed like a big copper penny was the lettering "Two for 51 cents."

- American Home in their advertising promotion mailed a facimile pair of trousers, made from window-shade material, to agencies and advertisers. Printed on the "pants" was the caption "Who Wears The Pants In Your Family." (Complete story on AH's promotional campaign in June 1960, page 25)

- A trade paper celebrated its first anniversary by printing a mailing piece on a baby's diaper, folded correctly and sealed with a safety pin. Title: "Now I am out of my triangle underwear."

- Schering Drug Company mailed out 8 brightly colored card-folders, each carrying a Chinese doll dressed in silk remnants. These gadgets proved very popular with physicians who received them. (Story in April 1960, page 32)

- Printing on foil has proved to be an effective method attracting attention. Norcold Inc., Los Angeles manufacturer of refrigerators has used four-color process printing on aluminum foil to some pretty remarkable effects. Smith & Clippinger Associates of L.A., western reps for Chicago printer I. S. Berlin press handled the job.

- To get New Jersey appliance dealers to attend an "Appliance Fiesta" (actually a distributor open house), Igoo Bros., 35 Halsey Street, Newark 2, N. J. mailed out



a large plastic-cellophane sombrero in a corrugated carton. Day-Glo sticker on the hat was the invitation. Hats were supplied through Leshnow-Rhoda Corp., 297 Cherry Street, NYC.

In search for unusual materials some advertisers have turned to invisible ink. One company used a blotter which read: "I'll talk if you dip me in water." An eleven-line message in white ink appeared on the water-soaked blue blotter.

Envelopes can be made unusual by the careful and judical selection of unusual papers. But be careful you do not run into Post Office restrictions on dark colors.

Be on the watch for unusual ma-

terials. They may provide you with a needed change of pace.

A clear plastic sheet called *Crysta-letter* (Goodren Products, 101 West Forest Avenue, Englewood, New Jersey) has been used by many firms as a magazine insert and as a direct mail letter. A Crystaletter

used by *Implant* magazine produced 30% more returns than the same copy on a regular letterhead. Several colors may be printed on each sheet.

In your search for new materials . . . investigate some of the metallic sheets or coated plastics. Many possibilities for eye-catching effects.

Coating Products, 136-140 W. 21 St., New York 11, N. Y. can supply you with thin sheets which look like mirrors but which are translucent when held to the light. You can make die-cut gadgets from colorful metallic coated plastics . . . or use them for startling booklet covers.

10. Physical Appeals to the Senses

Teachers of general advertising courses have taught that it is possible and advisable to appeal to the five senses through photographs and copy. In direct mail work . . . some practitioners of the unusual have injected an actual physical appeal to the senses by asking recipient to feel something; to taste or smell a sample; to do something unusual with the eyes; or to hear.

SMELL

Billy Van of Pine Tree Soap fame will long be remembered because he saturated his letterheads with the concentrate odor of pine needles. He was one of the first to use the sense of smell in selling. Perfume and other scents are gradually creeping into direct mail pieces, Modern chemistry has created a fabulous library of smells, imitative of, and associated with, almost every conceivable kind of product.

The smells of wood, leather, hay, grass, flowers, chocolate are standard stock items of the firms which make aromatic essences. But you can have almost any smell made to order . . . custom designed for a specific mail selling job.

The story is told of a book publisher whose warehouse was damaged by fire. He sent out a mailing piece impregnated with the smell of smoke. This imaginative publisher not only sold out his smoke-damaged stock of books, but had to reprint titles to fill the orders. A bakery sent out blotters with the tantalizing scent of fresh baked goods. A mountain resort's mailing pieces were permeated with the scent of pine trees.

Scents are applied to mailing pieces in several ways. One is to mix the aromatic essence with the ink. Your ink house should do this to retain the proper scent and color.

To achieve an intense effect, the best method is to apply one drop of undiluted essence to the mailing piece. This may be done with an eye dropper. The paper should be absorbent. The best results are obtained with

blotter stock. Glossy or slick papers are not satisfactory.

An easy method is the use of the automatic spray gun on a printing press. But generally, spraying is not recommended. Most of the aroma is lost in the air. Only a little of it reaches the mailing piece. And practically none gets to the reader. A workable alternative is stacking the pieces to be scented and brushing one or more edges with the undiluted solution.

The essential oil firms producing these essences have found than an exact duplicate of the scent desired is less resultful than one that suggests the natural odor. For example: the scents that resemble wood or leather or new-mown hay are not chemical duplicates of these natural odors. It is not that the chemist is unable to reproduce exactly the natural formula, but it has been found better to set up associative reactions, so as to produce in his mind the thought of wood, or leather, or new-mown hay, or whatever reaction is desired.

Synthetic perfumes are inexpensive and add a plus quality to your direct mail. Consult your ink manufacturer if you intend to print scented inks. If you plan to spray, brush or drop perfumes, check with any of these aromatic chemical firms in New York City:

Givaudan-Delawanna, Inc., 321 W. 44th St.
Dodge & Olcott, Inc., 180 Varick St.
Magnus Mabey & Reynard, Inc., 16 Desbrosses
Van Ameringen-Haebler Division of International Flavors and Fragrances, 521 W. 57th St.

Fragrance Process Company, 667 Madison Ave.

TASTE

Appealing to the sense of taste in direct mail is very limited . . . and possibly dangerous. Mostly applies in cases, where sampling is possible. Wrigley's Gum for example.

Taste appeals have been used by mail order operators in canned fruits, fish, candy, jam, etc.

Some firms are using fortune

cookies as direct mail pieces, among them, Lever Brothers and Bank of America. Small ads can go inside the cookie instead of the prophesy. Cookies are marketed by Maru K Products, 125 River Street, Toronto.

To promote a dealer's show for Fedders, Igoo Brothers Inc. mailed a specially prepared box of ten cigarettes, handsomely packaged in gold and black to air conditioning dealers. Cigarette, and cigars, while not edible, nonetheless appeal to taste.

Pittsburgh Glass made a mailing to auto glass dealers, an apothecary's



jar of licorice candy. The "prescription was supposed to help panes of Auto Glass disappear from stock.

Touch

The sense of touch is limited, too. But can be employed most readily when sampling is practical.

A manufacturer of grinding wheels attached to cover of his magazine an extra, tipped-on, rough grinding surface. Everyone who received his ideal promotion had to feel the product.

In texture and touch, the object is to enhance the appearance of the mailing piece; to attract attention to

the message; and, if possible, to sample or display the type of product being sold.

Texture and touch appeals may be obtained by steel die engraving, thermographic printing, embossing, gold stamping and flocking.

Thermographic printing is conventionally used as an economical substitute for steel die or copper engraving, but it has wide applications of its own. The process is simple. Sheets up to twenty-four inches in width are printed, powder is sprayed on, heated and the excess shaken off. The finish can be dull or glossy, low or high; and it can be done beautifully in gold, silver, copper or white on black. Thermography has been used effectively on covers for catalogs and price lists, posters, letterheads, invitations and greeting cards. For best results, avoid heavy solids. But there are no limitations as to line engravings, halftones or type matter.

For realistic reproduction of ties, books, shoes, clothing, furniture, etc. embossing is recommended. It, too, appeals to the sense of touch. It's expensive, but the next best thing to an actual sample of the product.

Probably the most neglected touch process in direct mail is *flocking*. This is the name given to the application of cotton or rayon fibres to cloth or paper. (Metallic particles and mica dust are sometimes used on picture post cards and greeting cards.) The process is a simple one. Thin glue is printed on the paper or the surface of the material to be flocked. The flock, which consists of short fibres, is dusted on . . . then agitated to remove excess.

The use of the touch appeal is valid not alone on the basis of beauty or novelty, but on its power to control attention. If more people pay more attention to your message, the possibility of getting action is proportionately increased. As in all attention-getting devices, the user must be cautioned that attention must be directed to the message and *not* the device.

Sight

All direct mail is an appeal to sight. But the unusual motivated forms are stronger appeals to the sight, because they make the recipient do something with the eyes.

Business Week, for instance, mailed advertising prospects and their agencies a combination slide-viewer and folder showing how Permacel had used advertising pages to

increase business. Cover has line drawing of an English-looking gen-



tleman holding a monocle on his eye. Monocle is a die cut hole through which the lens of the viewer shows through. Inside is the viewer held in a pocket, with a slide strip inserted.

This slide viewer is called Mail-O-Vue, is manufactured by Taylor-Merchant Corporation, 48 West 48th Street, N. Y. 36, N. Y. The viewer is made of cardboard, and can be folded flat, or popped into shape when viewing is desired. Comes with long strip of several views or in smaller viewer with one transparency. Costs generally run about 25¢ each for the viewer, strip plus folder, and about half that for the one view device.

T-M has also developed a new 3-dimensional viewer for use with film strips. This one's called the Stereo Mail-O-Vue and can be prepared for less than 25¢ each. On each viewer there's ample room for advertising message and/or logo. We understand samples are available by writing on company letterhead.

Another viewer device is manufactured by Brownie Manufacturing, 261 Broadway, N. Y. 17, N. Y. Remington is using one to promote their shaving line. Reader's Digest is using it to show how Remington will benefit from RD advertising during the holiday season. This simple four page folder opens on the bottom of the third page, the viewer pops up (by rubber band action). The recipient looks through viewer to see 5 tiny full-color photos on a wheel disc.

MCGraw Hill has used a three-dimensional self mailer in their ad-

vertising promotions. Mailer opens up to show three photos—a man at his desk, a man working at a piece of machinery, and finally a close up of a magazine being held out to recipient. Photos are printed blurred in red and aqua ink, and a special pair of glasses is attached to the mailer. One lens is red, the other green. By looking at the photos through the glasses, pictures become three dimensional. This is also a product of Brownie Manufacturing.

Color postcards are another way to get eye-attention, and several firms produce them. While costs vary from company to company generally a small color card will cost about 5¢ in small quantities, and about 15¢ for a larger (8½ x 11) size. Costs, of course, reduce sharply on larger orders. Some of the firms who manufacture these color cards are listed in the Directory on page 51.

Sound

The primary device used in direct mail to appeal to the sense of hearing is the phonograph record. A wide variety of records and record formats are available.

Perhaps the newest record to come upon the promotional scene is Rank Audio Plastic's T.U.P. record. T.U.P. stands for thin unbreakable plastic, and indeed, that's exactly what they are. The records are produced on wafer thin 7" plastic sheets, and can be rolled and bent—just about everything except creased. In France, these records are an integral part of a talking magazine called *Sonorama* which features five records, interspersed between pages of type and pictures. In the U.S.A. we have a similar publication called *Echo*.

Rank records have been used in direct mail by many firms. United Electric Supply Co. mailed out a full color booklet using two records. Cream of Wheat did the same, but with one record. The annual report of Seaboard Life Insurance featured a talking message from the president of the company.

The publishers of *The Christian* used a record to promote subscriptions to their magazine and to sell allied literature. Cost per unit was 14.4¢. It's a recent promotion and results aren't known yet, but the publishers are hopeful.

Actually cost of the records is about 5½¢ each (for records only) in quantities of 5,000, although Rank

get the professional approach

... to your

DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL
622 5th St., N.W.
Washington 1, D.C.

HOKAN

Photo Engravers

**POWDERLESS ETCHING
4 COLOR PROCESS
BLACK AND WHITE
ZINC AND COPPER**

O A

Engraving Co., Inc.
44 West 28th St., New York 1, N.Y.
MURRAY HILL 9-5585

will produce less than this for special orders, but at slightly higher cost. Information on Rank T.U.P. records available by writing to 25 West 56th Street, New York 19, N. Y.

Incidentally, a New York firm, Records Promotions Inc., 130 W. 42nd Street, N. Y. 36, designs complete programs revolving around records, utilizing the Rank T.U.P. records, regular 12" vinyl LP's, and laminated paper records.

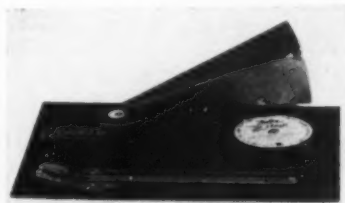
Americom Corporation (45 West 45th Street, NYC) makes the flexible plastic records under the trade name Ameridisc. Records are similar to Rank's; however, we understand that simultaneous stamping and circular die cutting is not possible with present equipment.

Several firms manufacture paper or cardboard records. One of these is Universal Color Corporation, 214 Sullivan Street, New York 12, N. Y. One of their specialties is laminating records over beautiful full-color postcards, and they have some excellent holiday motifs. They also produce records for inserting into envelopes. One record, produced for Ancient Age Bourbon, was very successful. The 6 3/4" record, 33 1/3 r.p.m. featured jazz from Bourbon Street, and such artists as Louis Armstrong, Della Reese, and Wild Bill Davison. Cost for the record in the 100,000 quantity requested was 4 1/2¢ each. In quantities of 5,000, this same record would cost about 12 1/2¢, but this figure also includes the two-color printing job. A combination record-business reply card produced by Universal carried no hint as to company name or product. Intriguing copy invited the recipient to play record. Card was addressed to General Manager and address with no company name.

Another firm that manufactures cardboard records is Consolidated Litho, Carle Place, N. Y. They've recently produced 2,000,000 records for L&M which the cigarette company used in selling double carton packages of their cigarettes. Costs here are about the same as Universal Color, ranging from about 11-12¢ in small quantities to about 5¢ in larger orders. Con Litho records feature a special device (patented) which insures playability on automatic record changers. Also, they have a combination record-business reply card format. Mutual of New York used it recently to obtain leads for their juvenile insurance policies.

BRC is detachable on one side of the record. Con Litho's Canadian licensee is The Upton Company Ltd., 736 Notre Dame Street West, Montreal, Canada. Duty restrictions make it economically impractical to produce records in the U.S.A. and ship them to Canada.

The one drawback to all these records is that the recipient has to have a phonograph to play them on. There's one record format that has its own built-in phonograph. Produced by Brownie Manufacturing, 261 Broadway, NYC, it consists of a



heavy cardboard base with a collapsible cardboard audio arm attached to a rivet swivel. A rubber band keeps the arm stiff. A needle is attached. A small plastic record (78 r.p.m.) is attached under the needle. Recipient places the needle on the record, a pencil in a special hole in the record, and rotates the record as smoothly as possible. While the result isn't exactly hi-fi, it's amusing. These cost about 25¢ each.

These are only a few of the types of records available. In your area, there are probably manufacturers who can make records of varying quality. 12" and 7" long playing vinyls can be ordered from the large record companies such as RCA, Columbia, Capitol etc. You'll have to check around and decide which format suits you best.

We have now completed our study of exciting direct mail. We've covered as much ground as possible, as quickly as possible. Consider it more as an outline rather than a completed text. You can fill in the rest of it for yourself by observation, by building an idea file, and by further study and experience.

Your comments on this special issue, addressed to your editor Henry Hoke, or the publishing offices (addresses on page 3) are welcome, and your plaudits or criticisms will help us in formulating future editorial material as well as additional special issues. •

by PAUL BRINGE

Upgrading Letter Copy

SINCE this issue of The Reporter is devoted to "exciting" mail, which some people equate with gimmick mail, it is appropriate to discuss the Phillipsburg letter.

This is one of a long series, all of which use attention attracting photos, art work or gimmicks on the letterhead. Not all are pertinent to the copy. They can't be because usually the copy is pretty much the same from one letter to the next.

The letter carries a slide gimmick (movable) and three headlines, none of which are related in thought. The letterhead is so "busy" it is running off in all directions. The eye does not know where to begin—and if the reader is intrigued by the slide rule and plays with it, he is unlikely to get to the copy. More white space on this letterhead would improve it.

The slide rule idea was probably used to tie in with accuracy. But a slide rule is *not* accurate. It is an *approximate* calculating instrument that will interest engineers but not necessarily people in direct mail. The original user of the slide rule letter was probably writing to engineers and had a good idea. What happened to his letter then shouldn't happen.

But the copy is what interests me. It certainly tells all there is to tell about a Phillipsburg. After absorbing this, what additional information can the reader gain from reading the offered booklet? And what is left for the salesman to say when he arrives with the booklet? Of course, there may be plenty left for the salesman because it is only the doggedly persistent reader who will wade through this forbidding looking copy.

It has been a long time since I have measured any copy with the Flesch readability formula because most direct mail copy rates fairly readable. This copy scores very difficult, on a par with scientific magazine, due principally to unnecessarily long words and some very long sentences. But the main reason for difficulty is the lack of people in the picture. It is a long description of a machine and what it does but only

BEFORE

AFTER

MADE BY HAND is no longer profitable
for your direct mail

MADE BY HAND is the
for your direct mail
A human hand is an amazing creation. Many hands,
working together, can insert your mail, seal, imprint
postage, count and stack for mailing.

A human hand is an amazing thing. It can insert your mail, work it together, count and stack for mailing. But put just one pair of hands to work with a Phillipsburg Inserter and together they will complete 6,000 pieces of mail an hour, with up to eight enclosures in each piece. More than that - you will have the accuracy so important to effective direct mail.

burg insert pieces of mail an hour, that - you each place. More than that - direct mail. so important to effective direct mail.

You don't mail enough to mechanize? Many Phillipsburgs are operating 24 hours a day, but even a few hours use a month will quickly amortize the capital cost. As few as _____ envelope mailings a year makes a Phillipsburg installation a good buy for you.

_____ sender, printing and postage going up and _____ hangs going up too, every day _____ deeper into you _____

are operated by a man who is a member of the
a month will quickly pay for itself.
as envelope mailings a year.
installation a good buy for you.

With costs of paper, printing and postage going up and
up, and the cost of extra hands going up too, every day
you operate without a Phillipsburg cuts deeper into your
profits. Can you afford to overlook this ready source
of new profit dollars?

... the facts about Phillipsburg? Mail the
... receive "Modern Mailing Thro
... save money with
... file us

Why not get all the facts about Phillipsburg? Mail the enclosed card and you will receive "Modern Mailing Through Mechanization". It tells how you will save money with your mail and points the way to far more profitable use of these willing, ingenious and expensive human hands.

Sincerely,

Sincerely,




A PHILLIPSBURG INSERTER
GIVES YOU PERFECT CONTROL - MAILINGS ARE
PREPARED ACCURATELY WITH SAVINGS UP TO 80%!

[illegible][illegible]

The Phillipsburg highly sensitive full detection system prevents feed failures, double feeds, jam-ups at each station. A battery of twelve indicating fallow, if double indicators are pulled. An envelope counter detector stops the material has been placed in envelopes. Phillipsburg's complete detection system.

Accuracy adds up to trouble-free mail handling. Large mailings, wasted space and the human error of hand sorting are a thing of the past. The Phillipsburg smoothly processes a large volume of mail with no missing deadlines. Individuals are not required to stand in long lines or wait for their mail. The Phillipsburg's complete detection system. These are just two examples of the shortest runs.

Even if you use your Phillipsburg Just a few hours a week, the fastest self-liquidating capital expenditures card for the informative Modern Management direct mail controls.


Ben & Howell Company
 PHILLIPSBURG, NEW JERSEY
 CHICAGO, ILLINOIS

MADE BY HAND is no longer profitable
for your direct mail
an amazing creation. Many hands,
your mail, seal, imprint

A human hand is an amazing thing. It can insert your mail, working together, can insert your mail, postage, count and stack for mailing.

A human hand is an amazing thing. It can insert your letters in envelopes, work them together, can insert your letters in envelopes, work them together, postage, count and stack for mailing.

But put just one pair of hands to work with a Phillipsburg Inserter and together they will complete 6,000 pieces of mail an hour, with up to eight enclosures in each piece. More than that - you will have the accuracy so important to effective direct mail.

... enough to mechanize? Many Phillipsburgs are used in the mail business, but even a few hours use will show you the great savings in labor and cost. As few as 10 Phillipsburgs will save you \$100,000 a year in postage.

burg insert a piece of mail an hour, that - you each place. More than that - direct mail. so important to effective direct mail.

You don't mail enough to mechanize? Many Phillipsburgs are operating 24 hours a day, but even a few hours use a month will quickly amortize the capital cost. As few as _____ envelope mailings a year makes a Phillipsburg installation a good buy for you.

_____ sender, printing and postage going up and _____ hangs going up too, every day _____ deeper into you _____

are operated by a man who sends out a month will quickly pay for itself as envelope mailings a year. installation a good buy for you.

With costs of paper, printing and postage going up and up, and the cost of extra hands going up too, every day you operate without a Phillipsburg cuts deeper into your profits. Can you afford to overlook this ready source of new profit dollars?

... the facts about Phillipsburg? Mail the ... receive "Modern Mailing Thro ... save money with ...

Why not get all the facts about Phillipsburg? Mail the enclosed card and you will receive "Modern Mailing Through Mechanization". It tells how you will save money with your mail and points the way to far more profitable use of these willing, ingenious and expensive human hands.

Sincerely,

Sincerely,

in the last paragraph is the reader brought into the letter.

There are some copywriting peculiarities here that should be noted. The second sentence, for example, starts with a preliminary dependent clause, a common technique in a PR release. We cannot afford such luxury in direct mail. Our readers will not carry dependent clauses in mind waiting for us to get to the subject. The writer does so again in the long third sentence of the second paragraph.

Notice the term, "short shift", meaning quick work. Probably this should have been "short shrift", a term used more frequently in Britain than here. It's questionable whether its use in this letter is desirable since the term has a derogatory connotation. It originally meant the short time a sinner was allowed to confess before dying.

Why the reference to direct mail advertising association in the second paragraph? This would seem to exclude all readers who are not engaged in "associations" work. In the second to last paragraph the writer says, "Accuracy adds up . . ." but isn't it necessary to have two or more elements before we can add anything?

The last sentence says I will receive a brochure but the phrase, "and direct mail controls" is meaningless. The letter has too many copywriting clichés such as precision engineered, unerringly accurate, continuous sequence, and highly sensitive. They weigh the letter down.

Any one of these shortcomings appearing alone in a letter would be harmless, but taken together they are too much for most readers who insist on one or two ideas, quickly and clearly given. The writer of a sales letter does not propose to pay for the reader's time. He has the obligation, therefore, of making his story short and sweet.

The rewrite takes just one idea, the waste of hand work, and relates it to the reader's problem of making a profit. The phrase, "Made By Hand" might be set in old-fashioned type to suggest the idea of being out of date. To add a bit of drama a very good illustration of two hands might be used, nothing more.

Notice how the reader is brought into every paragraph of the letter. He wants to be there—he must be there if we are to get a response from him. And the response is what counts. Without it all the excitement and gimmicks we can dream up will mean little. •

THE COMPANY EDITOR

A Column on House Publications

by James McAdam

Charm Has Its Limitations

Far too many company publications are as dowdy as a lady commissar. A better grade of paper, cleaner and more modern design, color, more artistic photographs—all of these creative cosmetics would put a more attractive face on these jaded "types." So it is agreed, in principle, that exciting formats, dimensionals, product miniatures, provocative sizes and shapes and all the other techniques of attention to which this issue of *The Reporter* is devoted do make most direct mail more exciting, more attention-getting and, therefore, more profitable.

This creative cleavage, however, is far less important to the success of a company publication than other forms of direct mail. The glamour of "gimmicks" will do little to launch a lasting reader romance in this area of direct mail. At best they're good for a blind date.

If only the prospective reader of a company publication was the type that could be seduced by typographical cheese cake. Then we could be sure of his constant attention by clothing our publication seductively. But, alas, these heads are not turned so easily. Their interest is in the naked body of copy: what is said, how it is said. This is what makes them come back for more. No amount of illustrative paint or powder or artistic drapery will hold them for long. If you are going to make your company publication more exciting, you'd better concentrate on these bare facts and leave the direct mail gimmicks to others.

The Secret Ingredient

The word "excite" means to arouse the feelings of passions of, to provoke, to stir up. Thomas Grey spent seven years writing *Elegy in a Country Churchyard*. *Mutiny on the Bounty* was rewritten twenty times. Irvin S. Cobb said of his writing:

"I rush ahead like a glacier, an inch-and-a-half an hour." Obviously, creating existing copy is no easy task. But I mention Grey, *Mutiny on the Bounty*, Cobb for another reason: The excitement of fine literature has something in common with the excitement of good company publication copy—eloquence! Winston Churchill could have said: "We owe a lot to the boys of the R.A.F." This practical "nuts-and-bolts", yet hardly vivid, copy would have expressed his point understandably. Instead, Sir Winston said: "Never in the field of human conflict was so much owed by so many to so few." This *eloquent* copy was not only understood, but remembered. The elixir of excitement in a company publication is eloquence.

The Sale vs. The Tale

Paul Bringe and Bus Reed make a strong argument that there are entirely too many "writers" and not enough salesmen creating direct mail copy. Bus and Paul, of course, are referring to sales letters and other forms of direct mail aimed at getting a specific and immediate sales reaction—an order, a return. To get reader-excitement into this kind of direct mail it is *essential* to draft a sales argument so objection-proof, so desire-fulfilling that the reader can't keep his hands off the order blank or return card. One need only read the sales letters Bringe rewrites for his column to see this is a special writing craft. (Bringe-ability? Readability?). No "writer" is automatically equipped to decipher a jumble of facts, product claims, benefits, etc. and, from this welter, arrange a printed sales presentation so logically persuasive that it leads the reader inexorably to a return card. Both Paul and Bus are absolutely correct in contending that this direct mail should be created by salesmen rather than "writers." It takes a trained sales mind trained on a sale to cre-

ate big returns by direct mail.

But in the area of company publications, I believe the opposite is true. Too many are created by people concentrating on the sale rather than the tale. Selling copy, so necessary in other forms of direct mail, is a very minor element in the company publication. The objective here is to create literature, no matter what the subject, that in itself is so engrossing that readers, like a TV audience, will voluntarily tune in the program each time it is scheduled. This kind of copy must be eloquent if it is to meet the competition of other reading material so readily available to everyone on the mailing list. This is a special craft, too. It's a job for "writers."

Is Eloquence Possible?

Most direct mail copywriters consider themselves "literary he-men". I'm sure most feel that eloquence is as out of place in any type of direct mail as a "pardon me" in a barroom brawl. But eloquence only means to be vividly expressive. In short, whatever you have to say should be said as differently, as colorfully as possible. One need only read a batch of house publications to realize how much colorful, expressive language is needed to put excitement into them. The subject material is there, it is understandable, but it's pallid in expression.

Of course, there are many who insist that there are few noble themes to be found in company publications and, therefore, eloquence is impossible. I don't buy this pernicious theory at all. There are few subjects that cannot be dealt with colorfully—by "a writer". Proof of this can be found in your newspaper.

Here are just a few items I clipped from a day's collection of papers: (*Jimmy Cannon handles a boxing item.*) "The passionate buffs claim bull fighting is an art and not a sport. The nimble butchers, who slay the beasts with exquisite cruelty, are praised as dancers performing a beautiful ballet of courage. It is as if they were noble assassins who improved mankind with their graceful slaughters." (*Alfred G. Aronowitz in a story about Elizabeth Taylor.*) "Elizabeth Taylor is, of course, heavier now than she was when, at 12, she first leaped across the screen, a girl on horseback to a nation still searching for heroines. The arms that once tugged so prettily on the reins have begun to carry hints of flesh-

(Continued Next Page)

SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE

TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 18, Wis.

FREE TRIAL BRAND NEW CURRENT ISSUE CLIP BOOK of LINE ART YOURS FOR 30-DAY FREE EXAMINATION

Try it in your own office for 30 days! Puts professional flavor into low-budget paste ups . . . saves time and money. Used by ad agencies, art studios, printers and industry. Dozens of top quality line drawings every month. Ready to use — just clip and paste! Just jot a memo on your company letterhead: "Send me the current 'Clip Book of Line Art' on 30-day approval." No obligation!

HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 3, NEW JERSEY



for the FIRST TIME!

a new improved
paper record . . .

that will play on automatic
as well as on manual players.

*New patented process prevents
slipping. Exclusive with Consolidated.



CONSOLIDATED Lithographing Corporation • CARLE PLACE, LONG ISLAND, N. Y.

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—
speedily, colorfully
and economically. Our
roll-fed printing and
unique paper facilities,
plus round-the-clock
operation, easily meet
your deadline and budget
requirements.
Call Arthur Friedman,
Sales Manager.

Chickering 4-1000

**CAREY PRESS
CORP.**

406 W. 31 St., N. Y. 1

IT'S YOUR POSTAGE!

The postman delivers a good letter as well as a poor one for the same price. He doesn't care how it pulls—but you do.

Increasing your response by 10% will pay for many good letters. Ask about good letters today and you will also get on the list for "Direct Mail Briefs From Bringe." That's free so how can you lose.

Paul J. Bringe, Inc.
223 E. Michigan St.
Milwaukee 2, Wisconsin

ness. The chin that served as the exclamation point to the most famous of girlish looks is fuller now. The waist, always the least of her, has been encircled by another two inches. At her bosom, the first early blossom of her femininity, her neckline plunges to a voluptuousness enhanced three times by motherhood." (*Jack O'Brien in a TV revue.*) "TV studio technique doesn't take too handily to the dramatization of a novel or the broad romantic sweep of *The Three Musketeers*. The movies manage deftly to swash without buckling because film lets a story shift swiftly through quick, fluid scenes. On TV, in the

constrictions of indoor—studio limitations, scenes must be played at considerable length in spaces which defy the fling and wild style these slash-and-leaping adventures perforce demand. D'Artagnan entered first on a horse for which room wasn't available, so he had to be steered around a tight corner and left far in the rear of the studio—it was plain it was a tight squeeze—so that even the mood-setting need for D'Artagnan to be the carefree, daring swordsman in his initial appearance failed, and he arrived not dashing, but dashed." (*George E. Sokolsky in a serious review.*) "Professor C.

Wright Mills is a professor of sociology at Columbia University. He has written a piece of press agency, 'Listen Yankee,' for Castro's Cuba which is neither sociology nor advantageous press agency. It is so emotionally over-cooked that it becomes tasteless." (*Jim Bishop reporting from the Bahamas.*) "The stars are too big. They stand, unblinking, in a tropical sky that is never black. Soldier crabs walk the lime roads like dignified drunks. Strawberry groupers tread the warm sea lazily, staying in the night shadow of the sloops at anchor. Four little boys dance for coins in front of the Blue Marlin Club."

From these excerpts it can be seen that a noble theme is not a prerequisite for eloquence. What's so noble about a TV review, or Elizabeth Taylor's life story, or an essay on boxing. Yet you'll have to admit that these writers express themselves vividly and excitingly.

Nor is eloquence over the head of the masses. These columnists are writing for a newspaper audience, an audience with a common denominator of intelligence below that of the businessman-audience reached by most company publications. If Jimmy Cannon can excite the hangers-on at Stillman's gym with such eloquent copy on boxing, surely you can stir your audience with such copy, too.

Practise Makes Perfect

So if you would make your company publication, get eloquent. Can this be taught? No. Can it be learned? Yes. Take your subject matter, no matter what it is, and lay it out in the usual neat understandable sentences. But just before you're ready to send it to the typographer, stop. This is the time to go back over it again, sentence by sentence. This is the time to see if it isn't possible to say the same thing in a way it has never been said before. You will not find this easy at first. It's difficult to remove mental straight-jackets. But gradually this exercise will build up your mental muscle of dissatisfaction. The trite will become as tasteless as tripe. The colorful, the different will be the only thing that satisfies your literary pallet. The pretty, unusual, amusing turn of phrase will find its way into your copy. Your readers will begin to find the excitement of difference, of vivid expression, of eloquence. And they will ask for more. For the only "gimmick" to a successful company publication is eloquence. •



Which one cost half as much to label?

The envelope that was labeled by the Cheshire Model E! That's because the Model E applies up to 16,000 labels per hour. Compact... and easy to operate, too! Applies all types of labels (wide-strip, narrow-strip, continuous pack form, cut or individual labels). Just as efficient for small postcards and envelopes... or middle-sized pamphlets and brochures... as for larger magazines, catalogs and quarterfold tabloids.

The Cheshire Model E.

**CHESHIRE
INCORPORATED**

Write for
descriptive brochure.



Dept. RDM-1, 1644 N. Honore Street, Chicago 22, Illinois



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

THANK you, Joe. You've put into a few hundred words what I've been fumbling around with in this department for years. And you've said it better than I possibly could.

So, even though we don't know each other—have never met—I'm taking the liberty to swipe one of the articles from your most recent house magazine *Back Talk*.

Before I quote let me say I think you have one of the most brilliant minds in advertising today. I've been reading *Back Talk* for many, many years. I respect you. You make such good sense. Your come-right-out-with-it way of expression digs right into a reader's mind, gets over your point simply, effectively and leaves a lasting impression. Everything I've ever read of yours makes me feel humble. Makes me say to myself "Wish I had said that."

So, readers, meet Joe Kesslinger, top man at J. M. Kesslinger & Associates, Newark advertising agency, and heed these words if you aspire to write more effective copy:

Style in advertising, like style in literature, should facilitate and not get in the way of the main story. The reader should not be aware of it. The simple or complete mechanics should be something of only professional interest to other ad men.

This, I imagine, is what Marion Harper, Jr., boss of McCann-Erickson, had in mind when he took a roundhouse swing at the "cult of creativity." I am confident that Mr. Harper wasn't denigrating creativity.

Too much advertising gets tangled up in the mechanics, which obliterates the main purpose—to persuade readers and viewers to buy something. One of the first tricks a young ad man learns is to submit advertising that the client will quickly okay. Use heaping portions of self-praise. Brag about the company. Use a 72-point logotype. Make him proud of

his product, give him a charge out of the ad—and he will instantly reach for his ball pen.

Unfortunately, the kind of advertising that scores highest with clients often lays an egg with the public.

Thus, the cult of creativity indulges in frantic antics with design, illustrations and clever words. But attracting attention is not enough. The ad has to sell. Clever ads are often as lacking in sales impact as dull ads.

I learned this lesson back in 1932, when I started spending my own money for advertising. We put out our maiden issues of *Back Talk* and they were veddy veddy clever. Alfred Eisenstadt and George Karger had recently arrived in America and had not yet joined *Life*. I recall Eisenstadt asking how to become a prominent photographer in the United States. I advised him to charge steep prices. They kindly donated some of their excellent photographs and *Back Talk* was on its way. We got some very pleasant letters—but in two years we didn't trade a single new account to *Back Talk*.

So we junked the format and started afresh—with straight text. We had something to say and we said it. Clients started coming in. Today we owe 75% of our business to *Back Talk*. We never make the mistake of saying, "Look out, J. Walter Thompson—we're here now." We did say that there were many things we could do as well or better, and there were many services we would gladly render that the big agencies find uneconomic. We said we'd give professional services and that there would never be a time when we would assign responsibility for a client's dollars to an inept trainee who wasn't dry behind the ears.

We are not advertising men who start with the assumption that the client is always wrong and must be bullied into giving way to our superior knowledge. Some clients have a solid and earthy notion of what

advertising should do. Some even have an instinctive wisdom as to the tone and technique to be employed. The best ads result from a happy collaboration between advertiser and agent.

What is of utmost importance is for the client and the advertising man to determine where the product stands, where it wants to go—and how it should get there. It is best to avoid any rigid formulations about techniques. For instance, Gillette's announcement about its new Blue Blades was effectively made in straight type, without illustration of any kind. Ditto for Metrecal. Now this wouldn't do for chewing gum or a style product. Some messages call for dominant visual images with the briefest copy.

It is true that some copy is too long and will not be read. But some ads, particularly when exclusive features have to be explained, require lengthy copy. Nobody complains about too much copy in mail order. When a buyer is ready to shell out his good money for something from the printed page, he wants to know everything he can about it. You can't tell him too much.

Some advertising, such as life insurance, is so rigidly circumscribed by State regulations, and the companies are so deeply conservative, that an offbeat approach would be in downright bad taste and would weaken believability.

What bugs me is the client's emphasis on specialized experience with the client's type product. Let's consider it. If an ad man has outstanding competence in a special category, he is already giving his best to a client. Another man who isn't especially good has been dropped. Of course, he can truthfully say he has experience in your line, but there is no guarantee that he is going to do a better job for you. Wouldn't it be wise to get a man who isn't encumbered with old-hat concepts? A good

man with a broad experience in selling many things, automatically brings to you lessons he has learned over the years. If he has instinct for the art of persuasion, he very likely can handle any problem with freshness and vigor. He won't have to reach out to left field for puns, clichés and a play on words. With conviction, sincerity and believability he will manage to sell a whale of a lot of your goods.

Letter Does the Whole Job

In the August Reed-Able Copy I lamented the fact that the use of

letters in direct mail seemed to be waning. The point of my comment was that letters are more often used to call attention to a printed enclosure than to motivate a prospect.

No sooner had I mailed my copy to *The Reporter* than a letter came in from Benefit Association of Railway Employees—a fine example of a letter that does a complete selling job without benefit of an enclosure.

This is such a good letter it deserves quoting. It poses an intriguing question in the second paragraph. It uses the light touch. It proves its promise in the fifth paragraph. It

has a built-in reply. Just one sheet of paper and convincing copy does the entire job.

"Hospital plans are good . . . if you're in the hospital!

But who helps you pay the bills and keeps your family going when you're laid up at home by sickness or an accident?

Who says "Let us pay you \$800.00 a month for as long as three months while you're in the hospital—and then pay you \$200.00 a month while you're laid up at home—even if it's for the rest of your life?"

We do!

Yes—if you think this sounds too good to be true, we'll show you person after person, full names and addresses, folks who've been getting this kind of benefit service from us—men and women who've been stopped from working because of sickness or an accident—some who've been laid up for months—others for years—some who'll never go back to work again—and all receiving a regular monthly check, just like clockwork!

If you don't know about the Benefit Association—if you think we're just for railroad employees—you have a fine surprise in store for you. It's true, for 42 years we provided benefit service only for employees of railroads and large industrial groups—but in the past seven years, we've expanded our service to include people like you—employed men and women who can qualify on our standards of age, occupation and health condition.

Find out right now how you and your family can benefit with the Benefit Association. Get full information without any obligation. Just fill out this coupon—and mail in the enclosed envelope. No postage needed. See what our special kind of benefit service can mean to your family—and see if you can qualify for it. And the best time to see is right now! Mail the coupon today.

Sincerely,

JOHN H. LINDLEY,

Executive Vice President

The integrated reply form at the bottom of the letter reads "I want to see what makes your benefit service so special. Send full information without obligation, and advise if I can qualify." Then there are spaces for name, address, age and occupation. •

KNOW THE PLURAL OF SPHINX? It's Sphinges! Honest . . . although "sphinxes" is also acceptable. But can you imagine anyone understanding if you said you hoped to someday see the Sphinges. Few, too, would know what you were talking about if you told them you had a collection of scrimshaw. All would understand, however, if you said you collected bone, ivory and similar carvings made by sailors in the days of the Clipper ships and whaling fleets. Esoteric verbiage is not for everyday use.

—From *Across The Board*, newsletter of the Stanley R. Ketcham Co., 76 Beaver Street, New York.

In spite of Uncle Sam's giveaway programs, recent surveys have shown that only about half of the peoples abroad give Americans credit for a generous impulse. The other half, we assume, can't get their eyes off what we have left.

—From Keller-Crescent's *Take Five*

specialists in ENVELOPES
every kind . . . for every need

for example:

the Panorama
A Garden City specialty in correspondence styles

- CORRESPONDENCE
- OFFICE USES & MAILING
- POSTAGE-SAVER
- WINDOW
- AIR MAIL
- BUSINESS REPLY
- REMITTANCE
- OPEN END CATALOG
- OPEN SIDE BOOKLET
- PACKAGING

THESE ARE BUT A FEW OF THE MANY ENVELOPES WE MANUFACTURE



Outstanding for Designing and Special Services

GARDEN CITY ENVELOPE CO.
THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS
3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-3600

DIMENSIONAL IDEAS (Cont.)

The results were sufficiently successful to encourage management and our sales force to continually approve similar direct mail programs for the past 27 years.

We have a large following in the trades we serve who have received our dimensional direct mail these many years—who state they open us up religiously to see what we've done this time—an excellent challenge to make each campaign better than the previous. Oh yes—these folks buy from us, too!

IRVING R. ISAACS

Advertising Manager
Pennsylvania Transformer Div.
McGraw Edison Company
Canonsburg, Pa.

Irv Isaacs is a little like Al Capp—that is, both of them have a character around which they tell their stories. For Capp, it's Lil Abner, for Irv Isaacs, it's Petey—an imaginary world traveler who's been getting into scrapes for many years now, but who is always welcome on the desks of P-T's customers and prospects. Irv won this year's Henry Hoke award. Full story on Petey in the November issue.

I have often been asked where I get my ideas and usually the inquirer adds the words "out of the air?" and normally my answer is "yes." I dream them up, not in their entirety, of course, the finishing up comes after a lot of thinking, hard work, and planning.

The germ of the idea comes from somewhere at odd hours and at odd moments. As a matter of fact, I can recall specifically driving along the super highway from New York to Pittsburgh when an idea struck me. During the trip, I was able to formulate an entire campaign which was rather successful. Perhaps I was thinking of something at the time, but I recall the electrifying feeling of finding the idea along the highway.

Sometimes, of course, an idea comes as a result of pursuing the question through penetrating conversations with other members of the department and with members of the sales department.

I find dimensional items everywhere I go. Of course, some of them are thought up, but in the main I have been able to fit those dimensional pieces into our campaigns that I have seen with my own eyes or read about in some publication such as yours.

I like to look and observe. I like to shop. When I see something I like, I tuck it away into my memory (or get a sample) and refer to

it when the proper time comes.

I recall being in New Orleans during a convention, and not having too much to do, I went with my wife to an international fair. During the course of my wandering around, I found some items from the Orient which apparently made an impression on me, for about a year later I developed an entire campaign around one of those items. Had I not seen this piece, I am sure the campaign would have been entirely different.

We have, of course, regular sources of supply, but what is most important, some of the people I work with also have an affinity for dimensional mailings. When you work with specialty suppliers who are easy to talk with and think with, very often they are able to improve upon the ideas you present.

I would be remiss indeed if I did not admit this because these suppliers—the good ones who take their jobs seriously and professionally—have so much to offer us because of their varied experiences. As an example: the candy set-up that we used in the V.I.P. campaign, though suggested by us, was firmed up and many of the finish details were supplied by our supplier.

By the way, this would be a good place to mention that I shudder when I hear the word "gimmick." According to Webster, a "gimmick" is a trick device used by a magician, or anything that tricks or mystifies or . . . and this is better, any gadget or contrivance whose name is unknown or not recalled. Because of the connotation of the first definition regarding trickery, I think the last definition does not have enough weight to alter the other definitions.

I feel that we in the field ought to discourage the use of the word "gimmick." We use these advertising specialties, if you will, in the same way that we use copy, photography, art work, etc. They are an important element of the dimensional mailing campaigns that we are discussing, and these campaigns should not be hampered by the word "gimmick" that is applied to them by so many people.

We sell our programs to management by telling them about it. That is about as simple an answer as I can give. By spelling it out it is necessary and projecting the results as we see them. By being extremely enthusiastic when I sell the program to management. By "fighting" for our beliefs and theories.

(Continued on Page 52)

TINY in size...
TINY in price...
BIG in popular appeal

these perfectly scaled-down MINIATURES REALLY WORK

Authentic metal exact in every detail; fascinating to use... these miniatures are cast-assembled in one operation by GRC's exclusive patented "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins.

Write, wire, phone TODAY, for samples and prices of GRC metal miniatures.

GRIES

GRIES REPRODUCER CORP.
World's Foremost Producer of Small Die Castings
11 Second St., New Rochelle, N. Y. NEW Rochelle 3-8600

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

EVERY STYLE

in our Film Lettering Library

STILL ONLY

50¢

A WORD

Order by name from specimen book sent on receipt of 25c. Mailings thruout USA

FLEXO-LETTERING CO., INC.
303 E. 46 ST. • N. Y. 17 • PL. 3-4943

If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information—no obligation.

DeMutator N. V. Willemsparkweg 112
Amsterdam. Holland

IS IT EXCITING?

Are your headlines "stoppers"? Are they intriguing? Is the copy HUMAN INTERESTING? Does it tell, sell, impel? Bolt makes advertising exciting-inviting! Write on letterhead.

"That Yellow Bolt" Ⓢ

Leo P. Bolt, Jr., 64 E. Jackson, Chicago

New Canadian Veep Announces Extended Four-Point Program

MONTREAL—An extensive program of activity for Canadian members of the Direct Mail Advertising Association has been promulgated by V. G. Baker, DMAA's Canadian vice-president.

It includes these four major objectives:

1. Publication of a complete roster which will include the name and business connection of every Canadian member;

2. Appointment of a Canadian member to every standing DMAA committee;

3. Selection and appointment of a chairman for each major region of Canada in which DMAA members exist and are active;

4. Naming of a special committee, under the chairmanship of Jules Trambley, to institute a study of the French-Canadian market.

Mr. Baker, who is advertising manager of Howard Smith Paper Mills, Ltd., of this city, believes that this new program will aid the organization in two ways: by increasing the services it affords to Canadian DMAA members, and by calling the organization to the attention of those not currently members, thus leading to increased membership in the long run.

Two New Board Members Named



A. O. Dietrich

NEW YORK—Two new members of the Board of Governors have been selected to fill unexpired terms. They are:

A. O. Dietrich, manager of advertising and sales promotion, Minneapolis Honeywell Regulator Co., Philadelphia, and W. B. McGrew, circulation manager, Lane Publishing Co.,

Edited by the staff of DMAA	Direct Mail Advertising Association 230 Park Ave., New York 17, N. Y. Murray Hill 9-4977				
<table border="1"> <tr> <td>D</td> <td>M</td> </tr> <tr> <td>A</td> <td>A</td> </tr> </table>	D	M	A	A	NEWS
D	M				
A	A				
Earle A. Buckley <i>Chairman of the Board</i> Robert F. DeLay <i>President</i>					

Business Mail Foundation and DMAA Affiliate to Back Mutual Objectives

NEW YORK—Affiliation of the Business Mail Foundation and the DMAA has been approved by the governing boards of both organizations, effective as of January 1, 1961.

Each of the two organizations will retain its separate and individual corporate identity, as well as its own budget and financial structure.

Under the new arrangement, a full-time BMF director is being selected to work under the direction of Robert F. DeLay, DMAA president, and to carry out policies established by the BMF board.

Space and necessary facilities have been made available to BMF at the new national headquarters of DMAA, 230 Park Ave.

Business Mail Foundation was originally established to fulfill the following objectives:

1. To create an appreciation on the part of the public of business mail's contribution to the national economy, especially among opinion leaders, including business men, government officials, legislators, professional men, educators, and newspaper and magazine editors;

2. To publicize the efforts and accomplishments of others groups who are working for a better postal policy under which rate-making would be based upon the services provided, using sound accounting principles to ascertain costs of handling the various classes of mail and to exclude costs of public services which should not be borne by the users of the mail;

3. To counterattacks which may be made upon business mail by Congressmen, newspaper writers and others, and diminish the tendency to make such attacks through educational efforts.

Consideration of the unity of objectives of the two organizations, clarity in fund raising efforts and the potential of a better public relations job for the entire industry were among the factors leading to a decision to affiliate BMF and DMAA.

Under the new arrangement, BMF will operate as the public relations arm for direct mail and business mail. The Foundation will retain its separate Board of Directors, will set its own policies, maintain its own finances. BMF will have access to DMAA's extensive library of direct mail award winning campaigns, its research facilities, and literature.

This new combination will accelerate the wider use and understanding of this \$2,000,000,000 (2 billion) medium of advertising.



W. B. McGrew

Menlo Park, Calif.

Mr. Dietrich will serve for the remainder of the two-year term of Bruce Andrews, who has resigned because of a change of occupational affiliation, while Mr. McGrew becomes Western vice-chairman for one year, in place of Fred Williams, Pennzoil Co., Los Angeles.

Committee Chairmen Members Selected For '61 Convention

NEW YORK — Committee chairmen and members have been appointed to handle details in connection with DMAA's 44th Annual Convention, which will take place in this city October 10 through 13.

The complete list follows:

STEERING COMMITTEE — *Angelo Venezian*, McGraw-Hill Publishing Co.

PROGRAM — *Nicolas Samstag*, Consultant; *Sylvia Simmons*, Young & Rubicam; *Richard Hodgson*, American Mail Advertising; *Robert Beine*, Abbott Laboratories; *Tom Farrah*, Westinghouse Electric; *Guy Yolton*, Nation's Business.

PROMOTION — *Les Wunderman*, Wunderman, Ricotta & Kline; *Joan Throckmorton*, Sports Illustrated; *Howard Turner*, D'Arcy Advertising; *Henry Cowan*, Publishers Clearing House; *S. Arthur Dembner*, Newsweek; *Herb Buhrow*, McGraw-Hill Book Co.

EXHIBITS — *Howard Sabin*, U. S. Envelope; *I. M. Van Gelder*, Reuben H. Donnelley; *J. J. Maloney*, Aluminum Company of America; *Art Kane*, International Business Machines; *Bernard Kreuger*, American Medical Association; *Lloyd Prang*, American Medical Association; *Tad Meyer*, Nekooha-Edwards Paper Co.; *Mel Berlin*, Ansa-Letter; *Richard Loyer*, McGraw-Hill; *Randall McIntyre*, O. E. McIntyre Co.

ARRANGEMENTS — *Stewart Weiss*, New Era Lithograph Co.; *Robert Fox*, Hooen Letters, Inc.

WIVES ENTERTAINMENT — *Phyllis Sawdon*, The Sawdon Company; *Marion Armstrong*, Time Inc.

PROGRAM PRODUCTION — (co-chairmen) *Cal Estes*, Conde-Nast and *Edward Lustig*, Circulation Associates.

PUBLICITY — *John Sasso*, G. M. Bas-

New Constitution To Be Distributed

NEW YORK — The several amendments to the DMAA Constitution which were voted into effect at the 43rd Annual Convention at Miami Beach last October are shortly to be made available to all members.

Prior to the end of January each DMAA member will receive a complete printed copy of the revised constitution. The document has been designed and produced by *James Gray*, Inc., as a service to the organization.

Workshop Reset For Feb. 28

NEW YORK — Because of the two legal holidays next month, the circulation workshop originally set to meet here February 14 has been re-scheduled to convene two weeks later, February 28.

The locale will remain the same — the Plaza Hotel.

Kansas City to Host Workshop in April

KANSAS CITY — Interest in direct mail know-how and techniques in this community has led to the re-scheduling of a DMAA workshop this spring.

Under the chairmanship of *Joe McGee*, of Old American Insurance Co., a one-day session on business mail will be held here on April 18.

It replaces a sales promotion workshop which had been planned for Pittsburgh on the same date.

Program details are currently being worked out and will be announced in these pages at a future date as well as directly to all direct mail practitioners in this section of the country.

ford; *Fred Borden*, Consultant; *Dudley Lufkin*, Consultant; *Norm Weissman*, Ruder & Finn; *Ted Sanchagrin*, Industrial Marketing; *Ron Hess*, Ketchum, McLeod and Grove.

FINANCE — *Bernard Fixler*, Creative Mailing Service; *G. B. McCullum*, The Reuben H. Donnelley Corp.; *C. R. Schaible*, Mead Papers, Inc.

Calendar of Events

JANUARY

31 New York, N.Y. — Production Workshop. Plaza Hotel.

FEBRUARY

28 New York, N. Y. — Ninth Annual Circulation Workshop. Plaza Hotel.

MARCH

28 Chicago, Ill. — Fourth Annual Industrial Workshop.

APRIL

18 — Kansas City, Mo. — Business Mail Workshop.

MAY

8-9 Los Angeles, Calif. — West Coast Spring Meeting, Statler Hotel.

AUGUST

1 New York, N. Y. — Closing date for '61 Award Winners entries.

OCTOBER

10-13 New York, N. Y. — 44th Annual Convention, Statler-Hilton Hotel.

Additional Standing Committee Personnel Names Announced

NEW YORK — In addition to the lists of committee chairmen and members announced in these pages last month, *Earle A. Buckley*, DMAA chairman, has revealed the appointment of the following:

GOVERNMENT RELATIONS — *Lawrence G. Chait*, Lawrence G. Chait & Co., Inc.

SPECIAL INTERESTS — *Robert A. Enlow*, American Medical Association; *Ed Proctor*, Guild Co., (mailing list brokers); *Andy Andrews*, American Mail Advertising Co., (fund raisers); *Cliff Schaible*, Mead Paper Co., (paper trades); *R. D. L. Clawson*, Harris Intertype Corp., (printing industries); *Bob Biene*, Abbott Laboratories, (pharmaceuticals); *Jack Leslie*, Leslie Creations, (mail order); *Joe McGee*, Old American Insurance Co., (insurance); *Roy Rylander*, The Rylander Co., (letter-shops); *A. O. Dietrich*, Minneapolis-Honeywell Regulator Co., (industrials); *Colin Campbell*, Campbell-Ewald Co., (agencies); *Walter Berkowitz*, Tension Envelope Co., (envelopes).



New DMAA
Headquarters:

230 Park Ave.
New York 17, N. Y.

MUrray Hill 9-4977

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. TALbot 2-1881.

Scriptomatic masters composed. Lowest cost; highest quality; 100% accuracy. 10,000 or 1,000,000. Fast service. Only approved Scriptomatic materials used. References. Economail Corp., 105 N. Laramie Ave., Chicago 44, Ill. Columbus 1-5667.

SPEEDAUMAT PLATES EMBOSSED FAST SERVICE

with
100% ACCURACY GUARANTEED
only
\$30 per 1,000

KIRBAN ASSOCIATES, Inc.
226 Hatboro Pike, Harsham, Penna.
OSborne 2-2040

POLLARD-ALLING—accuracy & delivery guaranteed; weekly capacity 75M; rates upon request; tel: 179

JACKSON EMBOSHING SERVICE
4 S. Williams St., Whitehall, New York

ADDRESSOGRAPH PLATES

Brand new plates & frames for your addressograph & speedaumat machines. New lower prices. Immediate Delivery.

DEAN FORREST CO.
7 Foster Street, Revere 51, Mass.

ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

JEROME S. FINSTON
Lynbrook, L.I., N.Y.
LYnbrook 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALbot 2-1881.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

THE BOOK OF PANELS

for offset contains 369 different art panels, including coupon, guarantee and label borders plus nearly 500 symbolic designs for page ornamentation. ONLY BOOK OF ITS KIND — thousands in use. 32 pages, 8x10 1/2 in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

A. A. ARCHBOLD, PUBLISHER
Box 332-K Burbank, Calif.

BUSINESS OPPORTUNITIES

MAIL ORDER wholesale textile mfg. business; North Georgia; est. 1950; \$15,000 cash needed; balance terms. Box 101, RODMA

CANADA'S BEST MAILING LIST

165,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

CONTRACT WANTED

20 years experience. Direct Mail and Premium work, Letter and Label Sorting, alphabetizing, Parcel Post zoning and all other work pertaining to mail. Box #12, The Reporter of Direct Mail Advertising.

DIRECT MAIL PRINTING—MAILING

WE'LL BET FIVE BUCKS—If you mail 250 M or more pieces of letter-mail per year, we can save you \$500 or more, if you mail from Kansas City. Send samples or specifications. The Roskam Co., Printing & Mailing Division, K. C. 41, Mo.

ESTABLISH A TRAVEL AGENCY

First time offered—because of new Congressional ruling. Order your 76 page all instruction manual—tells how, only \$4.95—U. S. Travel Research, 708 Q, Lucerne, Lake Worth, Florida.

EQUIPMENT WANTED

Wanted: 6-Station Phillipsburg Inserting and Mailing Machine. Send information to Morris Melton, Melton Book Company, 1901 Levee, Dallas 7, Texas.

**WANTED: PHILLIPSBURG INSERTING
AND MAILING MACHINE**
Send particulars to Ray D. Cherry
1120 W. Peachtree St., N.W., Atlanta, Ga.

FOR SALE

Heavy duty Paper Shredder. Good Condition. Will accept reasonable offer. 270 West Merick Road, Valley Stream, L. I.

Complete set-up for mail order business including list of 80,000 women buyers on 4 x 4 x 3/32 Elliott Stencils, Elliott Equipment; one GEW selector type. For information write Robert P. Young, 3701 Taylorsville Road, Louisville 20, Kentucky.

Inserting Machine, Phillipsburg, 6-station, inserts into envelope to 6 x 9 1/2", good condition. Box #11, The Reporter of Direct Mail Advertising.

FREE MAILING LISTS

**OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED**

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).
Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.
48-01 42nd St., Long Island City 4, N. Y.
STillwell 4-5922

MAILING LISTS

Occupant Gas Station List—150,000 names your literature addressed or on roll labels \$15.00 per 1,000.

Wholesale Printers
760 Market St.
Waukegan, Ill.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

New "GOLDEN AGE" Senior Citizens list . . . 150,000 Retired Business & Professional Gentlemen . . . Well-to-do Financial Circumstances . . . at Residences. (Exclusively Ours). Contact HERBERT DUNHILL & ASSOCS., 55 East Washington St., Chicago 2, Ill.

50,000 quality names of Owners and Directors of summer camps, recreation areas, parks, resorts, motels, etc. Used successfully by many firms during the past ten years. Send today for free brochure "Selected List of Camps", Macfarland Company, Box 540-D, Westfield, New Jersey.

500,000 CAREFULLY SELECTED names in the Agricultural Field. Individual lists of Potato Growers, Tomato Growers, Corn Growers, Cannons, Shippers, Dealers and many other categories. Write for free brochure "Agricultural Lists", Macfarland Co., Box 540-D, Westfield, New Jersey.

New "AMATEUR INVESTORS" Mailing List 60,000 Newly-Minted Mutual Fund SHARE-HOLDERS in U. S.

EACH Invested Several Hundred \$\$\$ (in one of 4 major MUTUAL FUNDS). FIRST TIME OFFERED! (Exclusively Ours). Write or phone to place your order: Addressing & Rental Rate: \$25 per thousand names

HERBERT DUNHILL & ASSOCS., LTD.
55 E. Wash., St., Chicago 2, Ill.
DEarborn 2-0580

ONLY \$10 PER M

Schools, newspapers, periodicals, shopping centers, others. From Scriptomatic masters. T & F News, Box 296, California.

MAILING MACHINES AND SUPPLIES

**REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTT'S
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
TYING MACHINES - LETTER OPENERS
MAIL BAG RACKS - MAIL SORTING BINS
MAILERS EQUIPMENT CO., INC.**

40 W. 15th St., N. Y. 11 CH 3-3442

**SPEEDAUMAT ADDRESSERS
AUTOMATIC GRAPHOTYPES
ADDRESSOGRAPHS — GRAPHOTYPES
CABINETS — TRAYS — FRAMES — PLATES
MULTILITHS — MULTIGRAPHS — FOLDERS
PITNEY BOWES—TYING MACHINES—
OPENERS—ELLIOTT'S—LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y.—WO 6-4334**

SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York, JUDson 6-3530.

NEED SKILLED GRAPHOTYPE OPERATORS?

You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedamat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost — Speedamat — \$37.50 per M. Other plate prices on request — send details.
ADVERTISERS ADDRESSING SYSTEM
703 N. 16th St., St. Louis 3, Mo.

SPEEDAUMAT PLATES EMBOSSED FAST SERVICE

with
100% ACCURACY GUARANTEED
only
\$30 per 1,000

KIRBAN ASSOCIATES, Inc.
226 Harboro Pike, Harsham, Penna.
OSborne 2-2040

HELP WANTED

DIRECT MAIL CIRCULATION SALES SUNSET MAGAZINE, MENLO PARK CALIFORNIA

Direct mail sales copywriter to assist Circulation Manager. Must have good recent experience creating direct mail sales letters—for publisher preferably.

Position will enable you to work on full-range of subscription and newsstand functions, circulation analysis, and promotion.

Age 27 to 35, college background preferred. Good business appearance and manner are important.

Send complete resume, photo, and at least two examples of sales letters you have written. Please state salary you require. All inquiries confidential. Address Personnel Manager, Sunset Magazine, Menlo Park, California.

"Mail order man or woman—strong on copy and interest in layout and campaign details and follow through. Also to handle trade and consumer advertising. Sunset Books, Menlo Park, California."

MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:

New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York. National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

FOR SALE

INSERTER, Pitney-Bowes Model 3300 with coupled folder model FHAF. Seldom used, in perfect condition. Available without folder, if desired.

FOTOTYPE, INCORPORATED
1414 Roscoe Street
Chicago 13, Illinois

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly round-up of . . . "Names In The News"

Bob Pope, formerly with Remington Rand, on his own now as free-lance copywriter and sales program planner.

. . . **Bill Steiner**, William Steiner Associates N. Y. C., will write a regular column on circulation promotion efforts in *Publication Management*. . . .

Three new officers appointed at Mail Advertising Corp. of America in Chicago. They are **Daniel F. Clyne** to secretary and treasurer, **Ralph Cuca** to production vice president, and **Yuan Liang** to marketing vice president. . . . **Gerald Sklar**, Michigan Advertising Distributing Co., Detroit, has been named co-chairman of the Occupant Mailing Group of the MASA. **Richard Taggart** of Columbus, O., is the other Co-Chairman. . . .

Founders of the Chicago Circulation Round Table **Stanley Clague** and **V. D. Angerman** will be honored at an anniversary dinner January 24th. . . .

Harry Berkley promoted to sales and advertising manager of *Illumitronic Engineering*. . . .

William H. Nolan named vice president of marketing Moto-Mower Inc. . . .

Playboy has named **Nelson Futch** to Associate Promotion Director, and **Robert P. Edwards** to promotion manager. . . .

Anthony J. Flowers has been placed in charge of mail order advertising for the *Chicago Tribune* and *Chicago's American*. . . .

Andy Gould recently celebrated 25th anniversary with *U.S. News and World Report*. Friends feted him with a party. . . .

Carl W. Plehaty Jr. has been named vice president and director of advertising of the Boyle-Midway division of American Home Products Corp. . . .

Mel Richman Inc. announces several personnel changes. **Mary Anna Gilmore** joins the Illustration Department, **Norma L. Edendorf**

named account manager, **Robert F. Glandon** joins the photographic division, and **Joseph K. Fletcher** becomes new account executive. . . .

John Kolasa has been appointed supervisor of dealer advertising for the International Division of Burroughs Corporation. . . .

Richard Goodrow has been named promotion manager of *Popular Mechanics*. . . .

Robert J. Walker named Vice President in charge of New England Sales and Operations for Reply-O Letter Company. . . .

Gardner Moon is the new advertising manager for the Autopoint Co. . . .

Michael Scott has joined United Business Publications as Promotion Manager for *Cleaning Laundry World*, *Coin-Op*, and other publications. . . .

Bill Buff, recently of Billmore Securities, has joined Ed Burnett Inc. as an account executive specializing in the financial field. . . .

Frank M. Bolek has been appointed Director of International Marketing for Friden Inc. He succeeds the late **William W. Porter**. . . .

David H. Ostrom, head of the Mt. Vernon, N. Y. plant of Reuben H. Donnelly Corp., has been named general chairman of MASA's 40th annual convention to be held October 6-9 at the Statler Hilton New York City. . . .

Bernie Fixler, Creative Mailing, will head the steering committee. . . .

Ira C. Matheny named merchandising manager of Brown & Bigelow's new retail division. . . .

W. C. McLaughlin appointed assistant treasurer and chief auditor of R. L. Polk and Co. . . .

Richard J. Ruth has been named to head the copy department of Hugh McNeill Inc., Akron, O. advertising agency. . . .

The National Council of Mailing List Brokers elected officers for the ensuing year. They are **Eileen Bennett**, Chairman (Archer-Bennett); **Jack Oldstein**, Vice Chairman (Dependable Mailing Lists); **Ted Hirsch**, Secretary (People in Places); and **Edith Crane**, Treasurer (Names Unlimited). . . .

Alvin H. Kaplan (The Kaplan Agency N. Y. C.) has been elected president of the Great Neck, N. Y. Symphony Orchestra. . . .

Zed R. Daniels has opened his own advertising agency at 332 South Michigan Avenue, Chicago. . . .

Robert F. Carney (Ch. of the Board of Foote Cone & Belding) for the sixth straight year will head the advertising division of the Legal Aid Society's campaign for funds. . . .

Douglas H. Amundson has been appointed account executive with Sander Allen, Inc. of Chicago. . . .

Harry J. Buncke, vice president of Engineering recently retired after 27 years with Oxford Paper Company. . . .

Look Who's Moving Department: **Promotion Consultants** from Tuckahoe, N. Y. to 31 Union Square West, N. Y. C. . . .

Bauer Alphabets to 305 East 45th Street, N. Y. C. . . .

Davis Cartoon Art to 1061 W. Main Street, Decatur, Ill.

Direct Mail

ACCENT ON EXCITING ATTENTION-GETTERS
 Browne Manufacturing Co., 281 Broadway, New York 7, N. Y. (WO 2-7474)
ADDRESSING
 Creative Mailing Service, Inc., 400 N. Main, Prospect, N. Y. (FR 8-4830)
ADDRESSING AND MAILING
 Mailmaster, Inc., 460 Northoff Place, Englewood, N. J. (LO 7-4811)
 The Rankin Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)
ADDRESSING SCRIPTOMATIC
 Jerome S. Finston, 172 Scranton Ave., Lynbrook, L. I., N. Y. (LY 2-7055)
ADDRESSING — TRADE
 Belmar Typing Service, 51-71 111th St., Richmond Hill 18, N. Y. (VI 6-5222)
 Hae Lewis Addressing, 387 Schoonmaker Ave., Brooklyn 3, N. Y. (DI 2-4793)
 The Rankin Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)
 B & S Typing Service, 505 Fifth Avenue, N. Y., N. Y. (MU 2-6226)
ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL
 Barry & Hase Advertising, 101 West 42nd Street, New York 36, N. Y. (LO 3-1160)
 The Buckley Organization, Philadelphia Nat'l Bank Bldg., Phila., Pa.
 Grant, Schwenck, Baker, Inc., 330 N. Michigan Ave., Chicago 11, Ill. (WH 2-1033)
ADVERTISING ART
 A. A. Archibald, Publisher, 419 South Main Street, Burbank, Calif. (TH 2-2793)
 Idea Art, 367 Fifth Avenue, New York 16, N. Y. (MU 6-7270)
 Harry York, Jr. Art Studio, 367 Fifth Avenue, New York 16, N. Y. (MU 6-7270)
ADVERTISING SPECIALTIES
 Plano-letting Co., Inc., 305 East 46th Street, New York 17, N. Y. (PL 3-4943)
 Gries Reproduction Corp., 123 Beechwood Ave., New Rochelle, N. Y. (NE 3-4800)
 R. W. Grauert, 160 Gold Street, New York 38, N. Y. (YU 4-4220)
 Taylor-Merchant Corporation, 48 West 44th St., New York 36, N. Y. (PL 7-7700)
ART AND DESIGN FOR DIRECT MAIL
 Al Corchia, Jr., 215 Park Avenue S., New York 3, N. Y. (OR 4-5749)
AUTOMATIC TYPEWRITING
 Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5406)
 Huonen Letters, 1903 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)
 The Rankin Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)
CHICAGO MAIL SERVICE—REMAILING & FORWARDING
 Aves Stationery, Suite 60, 231 N. Austin Blvd., Chicago, Ill.
COLLECTIONS
 Arnow Service, 9 Yates Street, Schenectady 5, New York
COPYWRITERS (Free Lance)
 Paul J. Bringer, 4172 N. O Street, Milwaukee 16, Wis.
 Alfred G. Latch, 2248 Hartara Street, Detroit 23, Mich.
 Betty Mathewson, 182 Cooper Avenue, Upper Merionide, N. J. (PI 4-3355)
 Orville E. Reed, 106 N. State St., Howell, Mich. (Tel. 63)
DIRECT ADVERTISING AND PROMOTION ART
 The Palette Service, 100 Fifth Avenue, N. Y. 11, N. Y. (CH 2-8545)
DIRECT MAIL AGENCIES
 Ahrend Associates, Inc., 901 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)
 American Mail Advertising, Inc., 610 Newbury St., Boston 15, Mass.
 Anna Lettich, Div. of Latham Press Corp., 380 Hudson St., N. Y. 13, N. Y. (WO 4-5200)
 B. L. A. House, 401 Madison Ave., New York 17, N. Y. (PL 1-0312)
 Leo P. Bots Jr., 44 E. Jackson Blvd., Chicago 4, Ill. (LA 7-9187)
 The Buckley Organization, Philadelphia Nat'l Bank Bldg., Philadelphia 7, Pa.
 Cabot-Letter, 310 West Van Buren St., Chicago 11, Ill. (MO 6-9878)
 Cabot-Letter, In New York City, dial 211, ask for ENTERPRISE 6330
 Chase & Richardson, Inc., 452 Fifth Ave., New York 16, N. Y. (LA 4-4260)
 Dickie-Haymond, Inc., 225 Park Ave., New York 16, N. Y. (MU 6-2280)
 Direct Mail Markets Co., Inc., 515 Madison Ave., N. Y. 22, N. Y. (PL 9-3113)
 Direct Mail Service, 2161 Monroe Drive, N. E., P.O. Box 13446, Atlanta 24, Ga. (TR 3-3221)
The Creative Division
 of James Gray, Inc., 216 East 45th St., New York 17, N. Y. (MU 2-9000)
 John M. Lord & Co., 171 Newbury St., Boston 16, Mass. (CO 7-1020)
 Lawrence G. Chaff & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)
 Harold Marshall Advertising Co., Inc., 171 Madison Ave., New York 16, N. Y. (MU 4-5632)
 Maxwell Backheim-Franklin Bruck, Inc., 345 Madison Avenue, N. Y. 22, N. Y. (PL 1-3151)
 McCormick Armstrong, 1501 E. Douglas Avenue, Wichita 1, Kansas
 McVicker & Higginbotham, Inc., 11 West 42nd St., New York 36, N. Y. (OX 5-4083)
 Monogram, Inc., 515 Madison Avenue, New York 22, N. Y. (PL 3-8974)
 B. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)
 Reply-O Letter Co., New York 7 Central Park West, N. Y. 23, N. Y. (CI 5-8118)
 Reply-O Letter Co., Chicago, 664 No. Michigan Ave., Chicago 11, Ill. (MI 2-2538)
 Reply-O Letter Co., Boston, 10 Post Office Square, Boston 3, Mass. (HA 6-1553)
 Reply-O Letter Co., Cleveland, 1756 East 23rd St., Cleveland 1, Ohio (PR 1-8470)
 Reply-O Letter Co., Portland, 2513 Mail-West Drive, Portland 2, Ore. (OL 4-3131)
 Reply-O Letter Co., San Francisco, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)



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 Inner Court, 33 Scott St., Toronto 1, Canada (EM 2-8707)
 Reply-O Letter Co., Brisbane, Australia, 157 Queen St., Brisbane, Australia (H 2411)
 Responda Letter, 310 West Van Buren St., Chicago 7, Ill. (MU 6-9878)
 Responda Letter, (In N. Y. C. dial 211, ask for Enterprise 6330)
 The Reuben H. Donnelley Corp., 100 North Dearborn St., Chicago 1, Illinois
 The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 8-4760)
 Sales Letters, Inc., 153 West 23rd St., New York, N. Y. (WA 9-2880)
 The Smith Company, 67 Beale St., San Francisco, Calif. (BU 1-6544)
 The William Steiner Associates, Inc., 42 East 94th St., New York 21, N. Y. (TE 8-1335)
 Yeobol Sandler Advertising, Inc., 1 Gramercy Park, N. Y. 3, N. Y. (OR 4-0400)
DIRECT MAIL CREATORS AND PRODUCERS
 Cabot-Letter, 310 West Van Buren St., Chicago 7, Illinois (MO 6-9878)
 Cabot-Letter, In New York City, dial 211, ask for ENTERPRISE 6330
 DMCP Associates, Inc. (Headquarters)
 1814 Jefferson Ave., Toledo 2, Ohio (CH 4-8316, TWX TO 372 U)
 Lawrence G. Chaff & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)
DIRECT MAIL EQUIPMENT
 American Automatic Typewriter Co., 2323 N. Pulaski Rd., Chicago 30, Ill.
 Bell & Howell Phillipsburg, Phillipsburg, New Jersey
 H. R. Dunn Co., 7805 S. Vincennes Ave., Chicago 28, Ill. (HU 2-4435)
 Cheshire Mailing Machines, Inc., 1844 No. Honora Street, Chicago 25, Illinois
 Cheshire, Inc., 1844 No. Honora Street, Chicago 25, Illinois
 Eastman Kodak Company, 143 Albany Street, Cambridge 39, Mass.
 Peina Tying Machine Co., 3351 N. 35th St., Milwaukee 10, Wis. (HI 5-7131)
 Friden, Inc., 2350 Washington Avenue, San Leandro, California
 Heier, Inc., 1850 South Kostner Rd., Chicago 23, Illinois
 International Business Machines, 645 Madison Ave., New York 22, N. Y.
 Mailers Equipment Co., Inc., 404 West 15th St., New York 11, N. Y. (OT 3-8442)
 Pitney-Bowes, Inc., 57 Walnut Street, Stamford, Conn. (FI 3-2221)
 Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (VA 2-1521)
 Vari-Typer Corporation, 730 Prillinghuyzen Ave., Newark 12, New Jersey
 Chaucery Wing's Sons, 78 Pierce St., Greenfield, Mass.
DIRECT MAIL SPECIALTIES
 Let's Have Better Motives Assn., Inc., 2123 East Ninth St., Cleveland 15, Ohio (RU 1-4220)
 Orleith of Hawaii, Inc., 385 Seventh Ave., New York 1, N. Y. (OR 6-6380)
 Universal Color Corp., 214 Sullivan Street, New York 12, N. Y. (AL 4-0510)
ALIEN BUSINESS SERVICE, INC., 22-15 23rd St., Long Island City 6, N. Y. (AR 8-4302)
 Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4830)
 Elliott Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (WA 5-1272)
ENVELOPES
 The American Paper Products Co., Envelope Terrace, Southern Blvd. at McCurg Rd., Youngstown, Ohio (RK 8-4545)
 Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TH 6-2686)
 Berlin & Jones Company, 301 E. 20th St., N. Y. C. 1 (WA 4-4000)
 The Boston Envelope Co., 307 High St., Dedham, Mass. (FA 8-0708)
 Brohard & Associates, Inc., 2707 McKinney Ave., Dallas 1, Texas (FA 7-5637)
 Columbia Envelope Co., 2915 N. Hawthorne Ave., Melrose Park, Illinois (FI 3-0100)
 Business Envelope Manufacturers, Inc., Pearl River, N. Y. (PL 1-2570)
 Cupples-Hess Company, 1855 East Madison, Des Moines 13, Iowa (AM 2-5048)
 Cupples-Hess Company, 3853 Michigan Ave., Detroit 16, Mich. (TA 8-7260)
 Cupples-Hess Company, 4175 N. Kingshighway, St. Louis 15, Mo. (ST 3-5700)
 Curtis 1000, Inc., 1000 University Avenue, St. Paul 4, Minnesota
 Detroit Tuller Envelope Co., 2130 Howard St., Detroit 16, Mich. (SA 5-7800)
 Donlie Envelope Co., Roanoke, Virginia (EM 6-7644)
 Garden City Envelope Co., 3081 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
 The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (KT 2-2900)
 Heco Envelope Co., 4500 Cortland St., Chi. 28, Ill. (FA 7-2400)
 Mead Corporation, 11-17 Beach Street, New York 13, N. Y. (WO 6-3553)
 North Coast Envelope
 Manufacturing Corp., 2 Prince St., Brooklyn 1, N. Y. (JA 2-4161)
 Reply-O-Matic Envelope Mfg. Co., 14 Beach Street, New York 13, N. Y. (WO 6-3553)
 Horsther Envelope Co., 72 Clarissa St., Rochester 14, N. Y. (HJ 4-2444)
 S. Cupples Envelope Co., Inc., 380 Furman St., Brooklyn 2, N. Y. (TH 5-6285)
 The Standard Envelope Co., 1600 E. 20th St., Cleveland 14, O. (TR 1-3950)
 Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (W 1-3800)
 New York 18; St. Louis 10; Minneapolis 1; Des Moines 14; Ft. Worth 12; Memphis 2
 Transo Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (TH 8-0714)
 Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
 United States Envelope Co., 317 Broadway, N. Y., N. Y. (RA 5-7700)
 Wolf-Detroit Envelope Co., 19th & Campbell, Detroit 32, Mich. (DI 1-2221)
ENVELOPE SPECIALTIES
 Curtis 1000, Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
 Garden City Envelope Co., 3081 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
 Heco Envelope Co., 4500 Cortland St., Chi. 28, Ill. (FA 7-2400)
 I & H Envelope Corp., 11-17 Beach Street, New York 13, N. Y. (WO 6-3553)
 North Coast Envelope Manufacturing Corp., 2 Prince St., Brooklyn 1, N. Y. (JA 2-4161)
 Reply-O-Matic Envelope Mfg. Co., 14 Beach Street, New York 13, N. Y. (WO 6-3553)
 Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (W 1-3800)
 The Sardon Company, Inc., 480 Lexington Ave., New York 17, N. Y. (YT 8-8345)
 The Wolf Envelope Co., 1740-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)
FOREIGN MAILINGS
 De-Molator N. Y., Willemshavenweg 112, Amsterdam, Holland
 Dillon-Agnew Associates, 10 East 40th Street, New York 17, N. Y. (PL 2-0170)
 Letters U.S.A., Inc., 1166 Sixth Avenue, N. Y. 20, N. Y. (CO 5-2294)
 Webb Holland Limited, 30/32, Webb Road, London, S.W. 11, England
 C. F. Sandberg, Direct Mail A/B, Handthorst 8, Oslo, Norway
GUMMED STAMPS—LITHOGRAPHED AND PERFORATED
 Fleming-Potter Co., Inc., 1270 Broadway, New York 1, New York (LO 5-5359)
 Fleming-Potter Co., Inc., 185 N. Wabash, Chicago 1, Ill. (TR 2-4937)

INSERTING SERVICE — AUTOMATIC MACHINE
Advertising Distributors of America, Inc., 444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

Advertising Distributors of America, Inc., New York
25 machines.....400 Madison Ave., New York 17, N. Y. (MU 8-6500)
Bonded Mailings Inc., Nationwide.....1745 Broadway, New York 32, N. Y. (BU 8-4819)
Circulation Associates.....1745 Broadway, New York 32, N. Y. (JU 6-3530)
Creative Mailing Service.....460 North Main St., Freeport, N. Y. (PH 8-4830)
D & A Electronic Mailers.....918 N. 4th Street, Milwaukee 2, Wisconsin (BR 3-7832)
Decision Inc.....4615 Red Bank Rd., Cincinnati 27, Ohio (BR 1-3200)
Leverage Mailing Service Co.....417 S. Jefferson St., Chicago 7, Ill.
Mailmasters, Inc.....440 Northford Place, Englewood, N. J. (LO 7-4811)
Mailings Incorporated.....55 West 13th St., New York 11, N. Y. (WA 9-5188)

LABEL AFFIXING WITH AUTOMATIC MACHINES
Advertising Distributors of America, Inc., 444 Cass Ave., Detroit 1, Mich. (TE 3-0500)
Mailings Incorporated.....55 West 13th Street, New York 11, N. Y. (WA 9-5188)

LABELS AND LABEL AFFIXING MACHINES
Eureka Specialty Printing Co.....530 Electric St., Scranton 9, Pa.

LABEL PASTERS
Foster Machine Co.....231 North St., Teterboro, N. J. (AT 8-1941)

LABELING SERVICE—AUTOMATIC MACHINE
Bonded Mailings, Inc.—Nationwide.....1745 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)

LABELS
Allen Hollander Co., Inc.....383 Gerard Ave., New York 51, N. Y. (MO 5-1818)
Denslow Mfg. Co., Inc.....235 Jefferson St., East (TR 3-3511)
Evers Ready Label Corp.....357 Cortlandt St., Belleville 9, N. J. (PL 9-5000)
Fury Label Company.....9 Murray St., New York 7, N. Y. (BA 7-7771)

LETTER GADGETS
Hawig Co.....45 W. 45th St., N. Y. 36, N. Y. (JU 2-2188)
Orchids of Hawaii, Inc.....385 Seventh Ave., New York 1, N. Y. (OR 5-6500)
Robert Straub & Co.....343 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

LETTERHEADS
Arthur Thompson & Company.....109 Market Place, Baltimore 2, Maryland (PL 2-4806)
Brunner, Inc., Printers-Lithographers.....1010 Jefferson Ave., Memphis, Tenn. (BR 2-355)

MAIL ADVERTISING SERVICES (Lettershops)
BELLMORE, NEW YORK
Ambassador Mail Advertising Co.....2050 Bellmore Ave., Bellmore, N. Y. (CA 1-3300)

BROOKLYN
Valco Reproduction & Mailing Service, Inc. 1715 Ave. Z, Bklyn. 35, N. Y. (TW 1-4400)

CHICAGO
Doestite & Company, Inc.....320 N. Dearborn Street (13)

CLEVELAND
Robert Silberman, Inc.....1270 Ontario Street (13) (CH 1-6575)

DETROIT
Advertising Distributors of America, Inc.....444 Cass Ave. (1) (TE 3-0500)
Advertising Letter Service.....235 Jefferson St., East (TR 3-3511)
National Mailing Corp.....4201 Grand River Ave. (8) (TY 8-2011)
R. L. Polk & Co.....431 Howard St. (31) (WO 1-9470)

HOUSTON, TEXAS
Premier Printing and Letter Service.....2120 McKinney Ave. (CA 4-8178)

LOS ANGELES
Krupp's Adv. Mailing Serv.....2380 W. Pico Blvd. (6) (DU 5-5421)
The Mailing House.....1019 N. Madison Ave., Los Angeles 29, Calif. (NO 6-4271)

MIAMI, FLORIDA
Ace Letter Service Co.....3800 N.E. 1st Avenue (PL 7-4577)

NEW YORK CITY
Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4500)
Chase Direct Mail Service Corporation.....305 East 45th St., New York (OR 9-3160)
Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3530)
Latham Process Corporation.....289 Hudson St., N. Y. 13, N. Y. (WO 6-4500)
Mailings Incorporated.....58 West 13th St. (11) (WA 9-5188)
Mailgraph Company, Inc.....39 Water Street, New York 4, N. Y. (BO 9-7773)
Mary Ellen Clancy Co.....250 Park Ave., New York 17, N. Y. (TU 4-7837)
St. John's Association, Inc.....75 West 45th St., New York 36, N. Y. (JU 2-3244)

PHILADELPHIA
Woodington Mail Advertising Serv.....1304 Arch St. (7) (LO 3-8407)

PITTSBURGH
Advertisers Associates, Inc.....1627 Penn Avenue (AT 1-6144)

ROCHESTER, NEW YORK
Erer & Streib.....15 South Avenue (BA 5-6340)

SAN FRANCISCO
The Smith Company.....67 Beale St. (SU 1-6564)

ST. LOUIS
The Alan Company.....1427 Lucas Avenue (3) (MA 1-4727)

WESTFIELD, NEW JERSEY
Union County Printing & Mailing Service.....233 North Avenue (AD 2-8393)

MAILING LISTS — BROTHERS
Accredited Mailing List, Inc.....10 East 30th St., N. Y. 16, N. Y. (MU 3-1358)
Archer-Bonnett List Service, Inc.....149 W. 55th St., N. Y. 19, N. Y. (JU 4-3768)
George Bryant & Staff.....71 Grand Avenue, Englewood, N. J. (LO 7-3200)
The Coolidge Co., Inc.....11 West 42nd St., New York 36, N. Y. (OX 5-3225)
Dependable Mailing Lists, Inc.....381 4th Ave., N. Y. C. 16 (OR 9-7100)
Direct Mail Markets Company, Inc. 515 Madison Avenue, N. Y. 22, N. Y. (PL 9-3113)
Walter Drey, Inc.....353 N. Michigan Ave., Chi. 1, Ill. (PT 4-7438)
Walter Drey, Inc.....357 Park Avenue South, N. Y. 10, N. Y. (OR 4-7061)
Guld Co.....160 Eagle St., Englewood, N. J. (BR 4-0461)
Walter Karl, Inc.....35 West 45th St., N. Y. 36, N. Y. (JU 2-3244)
Lewis Klaid, Inc.....35 West 45th St., N. Y. 36, N. Y. (JU 2-3244)
Eli Kogon.....420 Main St., Webster, Mass. (WE 2780)
Carl Levine Serveds Mailing Lists, Flak Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 4-2084-7)

Wills Madden, Inc......215 4th Ave., N. Y. 3, N. Y. (RP 7-7460)
Mostly Mail Order List Service, Inc., 38 Newbury St., Boston 16, Mass. (CO 6-3400)
Names in the News.....45 West 18th St., New York 11, N. Y. (TY 3-3511)
Names Unlimited, Inc.....332 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)
People in Places, Inc.....41 Fifth Ave., N. Y. 3, N. Y. (GR 7-3774)
Planned Circulation.....19 West 42nd St., N. Y. 36, N. Y. (JU 2-3244)
Richard Buehler Associates, Inc. (D. L. Natwick) 136 W. 42nd St., N. Y. 19, N. Y. (CI 6-3662)
C. H. "Hank" Ruby & Co., Inc.....339 W. 51st St., N. Y. 19, N. Y. (JU 4-5315)
Sanford Evans & Co., Ltd., 158 Lombard Ave., Winnick 5, Man., Can. (WT 5-6158)
William Stroh, Jr.....588-578 54th St., West New York, N. J. (UN 4-8000)
James E. True Associates.....410 Park Avenue South, N. Y. 10, N. Y. (MU 9-0050)

MAILING LISTS — BY SUBJECT
FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OR COMPILER'S OWNERS
Business, Professional Lists.....(Ed Burnett Inc.)
Direct Mail Users.....(Reporter of DM)
Financial Lists.....(E-Z Advertising Service)
Mail Order Lists.....(The Rookman Company)
Opportunity Seekers and Start in Business.....200,000 (William Stroh, Jr.)

MAILING LISTS — COMPILERS & OWNERS
Active Mail Order List Co.....241 Lafayette St., N. Y. 13, N. Y. (WA 5-2450)
Abbott National List Co.....125 Cedar St., N. Y. 1, N. Y. (WO 2-1775)
Associated Advertising Service.....613 Willow St., Port Huron, Mich. (TU 5-7773)
Bookbuyers Lists, Inc.....383 Broadway, N. Y. 13, N. Y. (WO 4-5871)

Buckley-Dement.....555 W. Jackson Blvd., Chicago 6, Illinois (HA 7-3868)
Ed Burnett, Inc.....156 Fifth Ave., N. Y. 10, N. Y. (AL 5-9450)
Creative Mailing Service.....460 N. Main St., Freeport, N. Y. (FR 8-4630)
Directory of Associations, Gale Research Co. 3414 Book Bldg., Detroit 26, Mich. (WO 1-2242)
Walter Drey, Inc.....333 N. Michigan Ave., Chi. 1, Ill. (PT 4-7438)
Walter Drey, Inc.....357 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
Dunhill International Ltd. 444 Park Ave., South, New York 10, N. Y. (MU 6-3700)
E-Z Addressing Serv.....33 Washington St., N. Y. 6, N. Y. (HA 2-9493)
Fawcett Publications.....47 West 41st Street, N. Y. 18, N. Y. (UN 2-8411)
Frits B. Hofheimer.....28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
Industrial List Bureau.....430 Main St., Webster, Mass. (WE 2780)
Industrial Machinery News.....16287 Meyers Road, Detroit 25, Michigan (UN 2-8411)
Mailing List Compilation Bureau.....2579 East 18th St., Bklyn, N. Y. (TW 1-4400)
Manpower, Inc.....Home Office—829 N. Plankinton, Milwaukee 3, Wisconsin
140 Offices in Major Cities.....See Yellow Pages for Local Phone Numbers
Market Compilation Bureau.....10561 Chandler Blvd., N. Hollywood, California (ST 7-5384)
National Birth Record Co.....16 West 19th St., N. Y. 11, N. Y. (OR 5-5760)
Occupant Mailing Lists of America.....220 North 4th St., Columbus, Ohio
Official Catholic Directory.....12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)
R. L. Polk & Co.....Howard St., Detroit 31, Michigan (WO 1-9470)
Professional Accountants Lists.....128 Liberty Street, N. Y. 6, N. Y. (BA 7-9060)
R. L. Hashmir.....5418 Cananga Blvd., N. Hollywood, Calif. (PO 8-5339)
Raymond-Low Associates, Inc.....52 Broadway, N. Y. 4, N. Y. (WH 4-4487)
Reporter of Direct Mail Adv.....224 7th St., Garden City, N. Y. (PI 6-1837)
Research Projects, Inc.....404 Park Avenue South, N. Y. 10, N. Y. (JU 2-6830)
Sistems Postales, Edificio Imperial Office.....94-95 Plaza Candelaria, Caracas, Venezuela
Special Correspondents.....230 East Ohio St., Chicago 11, Illinois
Speed-Address Kraus Company.....48-01 42nd Street, Long Island City 4, N. Y. (ST 4-5022)
Stephens Distributing Co.....P. O. Box 1434, Atlanta 1, Georgia
William Stroh, Jr.....588-578 54th St., West New York, N. J. (UN 4-8000)
W. E. Watson Corporation.....29 Hance Avenue, Freeport, N. Y. (FR 8-6312)
The W. P. Woodall Co., Inc.....125 Broad Street, Stamford, Conn. (DA 4-4107)
W. S. Ponton, Inc.....44 Honeck St., Englewood, N. J. (LO 7-3200)
Zeller and Letica, Inc.....415 East 26th St., N. Y. 10, N. Y. (MU 5-8278)

MAIL ORDER CONSULTANT
Arthur W. Bandman.....55 Madison Ave., N. Y. 16, N. Y. (LE 2-8688)
Direct Mail Markets Company, Inc.....515 Madison Ave., N. Y. 22, N. Y. (PL 9-3113)
Herbert L. Kellner & Associates.....131 S. Wabash Ave., Chicago 4, Ill. (AN 2-8422)
Lawrence G. Chalt & Co., Inc.....375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)
William Bogobul & Staff.....6238 N. Broadway, Chicago 40, Illinois (HO 1-6210)

MANAGEMENT-MARKETING-MAIL ORDER CONSULTANT
Lawrence G. Chalt & Co., Inc.....375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES
Pollard-Ailing Mfg. Co.....250 W. 19th St., N. Y. 11, N. Y. (CH 3-0652)

MULTIGRAPH SUPPLIES
Chicago Ink Ribbon Co.....19 S. Wells St., Chicago 6, Ill. (ST 2-7800)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL
Advertising Distributors of America, Inc. 444 Cass Ave., Detroit 1, Michigan (TE 3-0500)
Advertising Distributors of America, Inc. New York.....400 Madison Ave., N. Y. 17, N. Y. (MU 8-6500)
Label List, Inc.....84 Peachtree St., N. E., Atlanta 3, Georgia (SN 2-8460)
Occupant Mailing Lists of America.....220 North 4th St., Columbus, Ohio

OFFICE EQUIPMENT
Schaubrock Agency.....Ava, Missouri

PAPER MANUFACTURERS
Allied Paper Mills.....1608 Lake Street, Kalamazoo, Michigan
Indian Writing Paper Corp.....Holyoke, Massachusetts
Appleton Coated Paper Co.....1250 N. Meade St., Appleton, Wis. (41454)
Bergstrom Paper Company.....Neenah, Wisconsin
Curtis Paper Company.....1315 Liberty Street, Newark, Delaware (WCN 4-8551)
Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. (2-5221)
Eusta Paper Division, Olin Mathieson Chem. Corp.....Pisgah Forest, North Carolina
Finch, Prunty & Co., Inc.....Erie, Pennsylvania (GI 6-8811)
Hammervill Paper Corp.....115 Columbia St., Dayton 7, Ohio
Howard Paper Mills, Inc.....230 E. 42nd St., N. Y. 17, N. Y. (MU 2-7508)
Kimberly-Clark Corporation.....Neenah, Wisconsin (PA 2-3311)
Mead Corporation.....Port Edwards, Wis. (Tot: 3111)
Neenah-Eduards Paper Co.....Port Edwards, Wis. (Tot: 3111)
New York & Pennsylvania Co.....230 Park Ave., N. Y. 17, N. Y. (PL 1-4250)
Peninsular Paper Co.....Kalamazoo, Mich. (FI 2-0151)
Rising Paper Co.....Housatonic, Mass. (HO 47)
S. D. Warren Company.....89 Broad St., Boston 1, Massachusetts
Sorg Paper Company.....Middletown, Ohio

TEMPORARY OFFICE HELP
Mid-Manhattan Business Service.....120 E. 56th St., N. Y. 22, N. Y. (PL 2-2250)

PHOTO ENGRAVERS
Horan Engraving Co., Inc.....94 W. 25th St., N. Y. 1, N. Y. (MU 9-8585)

PHOTO STAMPS & TIP-ONS
Grogan Photo Company.....Dept. T. N., Danville, Ill. (HI 6-0828)

POST CARDS
Colourpicture Publishers, Inc.....399 Newbury St., Boston 15, Mass.
CURTISCHOLD 3-D by Curt Titch & Co., Inc. 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-0606)
Dexter Press, Inc.....Route 305, West Nyack, New York (NY 7-3506)
Grogan Photo Company.....1185 N. Bahls St., Danville, Ill. (HI 6-0836)

PRINTERS — LETTERPRESS & LITHOGRAPHY
Carry Press Corporation.....2412 17th Street, Washington 9, D. C. (CH 4-1000)
Colortone Press.....404 W. 51st St., N. Y. 1, N. Y. (DU 7-6800)
Gow Lithographing Company.....42 West 61st Street, Chicago 21, Illinois
New Printing Company, Inc.....23 E. Wesley St., So Hackensack, N. J. (HU 9-5650)
Runkle, Thompson & Kewals, Inc.....450 West Lake St., Chicago 6, Illinois
Offset Reproductions, Inc.....34 Hubert St., N. Y. 13, N. Y. (WA 5-1198)

SALES AND MERCHANDISING CONSULTANT
Lawrence G. Chalt & Co., Inc.....375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)
Ralph T. Curtis.....908 E. Power Ave., Evanston 13, Ind. (HA 2-3794)

STENCIL CUTTING AND LIST MAINTENANCE
Advertising Distributors of America, Inc. 444 Cass Ave., Detroit 1, Mich. (TE 3-0500)
Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3530)

SUBSCRIPTION FULFILLMENT SERVICE
Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3530)
Globe Fulfillment Corporation.....148 W. 23rd St., N. Y. 11, N. Y. (OR 5-4690)

SYNDICATED HOUSE MAGAZINES
The William Feather Co.....9900 Clinton Rd., Chicago 9, O. (AT 1-4123)
The Henry F. Henrichs Publications, The House of Sunshine.....Litchfield, Ill. (284)

TRADE ASSOCIATIONS
Association of First Class Mailers.....211 Wyatt Building, Washington 5, D. C.
Associated Third Class Mail Users, 1406 G St., N.W., Wash. 5, D. C. (ME 8-2447)
Direct Mail Advertising Assn., 3 E. 57th St., N. Y. C. 22 (MU 8-7388)
MASA International.....622 5th St., N.W., Wash. 1, D. C. (DI 7-8633)
National Council of Mailing List Brokers 55 West 42nd Street, New York 36, N. Y. (PE 4-5015)
Parcel Post Association.....1013 Woodward Building, Washington 5, D. C.
VIEWERS (FOLDING) AND COLOR SLIDES
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line-half-tone-highlight — combination
55, 60, 85, 100, 110, 120 line screens

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FULL COLOR POST CARDS

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Genuine photographic post cards in any
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IMPACT & RETENTION

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Names and addresses on addressograph plates.
Available for addressing your direct-mail
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For complete details, write, wire or phone. . . .
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MAIL ORDER BUYERS

Write now for our
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MAILING LISTS, INC.**

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ORegon 9-7160



DIMENSIONAL IDEAS (Cont.)

Responses from the reader and our sales representatives are the ways we measure the effectiveness of our campaigns. Of course, sales of our products as a result of our "spectacular" campaigns immediately give us the total dollar and cents evaluation. However, the reaction to our work as indicated by the type of letters and the contents of the letters received are another way of evaluating the effectiveness of our campaigns.

Be assured that all reactions cannot be favorable. People are not made that way. I, personally, would be disappointed if our material was so bland that it did not cause different responses from our readers. (The type of reaction that we receive could be the subject of another discussion.)

It is most interesting to see what happens as a result of our campaigns. For example: in the V.I.P. Campaign where we used the Herold-Lloyds of London letterhead with the Sherlock H. Watson signature, we evoked from a particular reader a tremendous response in that he picked up the humorous signatures of the names mentioned above and began writing letters to our management, signing them Inspector Lestrade and Professor Moriarty. This, of course, pleased us very much because this respondent was in a position of great importance to us and his "taking" to our work meant a great deal to us and our sales representatives. Many times — many times — we have received personal letters from wives of our direct mail readers. This has meant a great deal to us because obviously the impression we made on the husband was great enough for him to bring the mailings home and show them to the family.

In our Safari Campaign, the wife of a chief engineer of one of the utilities made a point to notify me that she was so taken with the map that she went to the trouble of mailing it to friends in Alaska because she thought they would appreciate this sort of thing. Really it is not difficult to measure the effectiveness of direct mail campaigns when you get this sort of response. •

One man can move the Queen Mary simply by pushing steadily against the big ship's hull. But a bulldozer smacking into her side at full speed will scarcely cause her to stir. Similarly, steady advertising pressure will do the job of moving goods when one-shot, slambang efforts fail.

—From Keller Crescent's *Take Five*

PLEASE DON'T CALL JOHANNESBURG

• If you show an interest in using the motto
• direct mail campaign to create good will and
• boost sales we beg, urge, entreat you to phone
• our clients for "testimonials" and charge the
• calls to us. But please don't call Johannesburg
• or Fairbanks or Saskatoon. Those far-off clients
• will praise the campaign but think of the
• phone charges to us. We must stay solvent.
• Write us for information, then phone a few
• clients nearer your city.

LET'S HAVE

BETTER MOTTOES ASSOCIATION

2127 East Ninth St.
Cleveland 15, Ohio



it's HOT!

THE YEAR-ROUND MAILING PRICE
THAT NEVER FAILS!! ANNOUNCE NEW
PRODUCTS, STORE OPENINGS, SPECIAL EVENTS,
PRICES, INVITATIONS...ANYTIME YOU WANT
RESULTS. **FREE SAMPLE!**

MARVIC ADV. CORP.
861 DR MANHATTAN AVE. BROOKLYN 22, N.Y.

SALES LETTERS, la femme!



If your market is women (and
whose isn't) it's more persuasive
to have a lady write them. Soft
sell, hard sell, middle-of-the-road
sell. Repro & Mailing Service, too
LUISE STORZ and Staff
22 West Madison Street
Chicago 2, Illinois

WE DISCOVER THE SECRET OF SUCCESS the moment we realize that there is little we can want that others don't want more of — first! Creating new ideas and techniques to help people get what they want is our assured way of keeping profitably and happily busy at all times.
—Paul H. Dyal

Dial DYAL for PRINTING—WOrth 2-0344

MAILERS SAVE 3%

Save 3% N.Y. City Sales Tax on all printing
& mailing expenses.

Use our efficient letterhead in New Jersey.
Low rates on machine inserting, labels, etc.

Call or write—General Mailing Corp.
CO 5-4109 Stanley Waldman

WHOLESALE FOR 1961

Now available is the 1961 edition of
"HIGHLIGHTS ON WHAT'S NEW WHOLESALE." This
guide contains the latest in housewares, toys,
giftwares, hardware, luggage, notions, novelties.
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Mail Agencies on page

50



Clearwater Postmaster Lester Dicus and just-retired North Chicago, Illinois Postmaster, William Woodard, joined us on the front porch during the week before Christmas to scuttlebutt about the new Day coming to the Post Office Department.

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that with visitors to the Editor of *The Reporter*

THIS IS A DIFFICULT STORY to tell. Early in December, we received an indignant letter from a friend in an advertising agency, enclosing what he considered to be the worst piece of direct mail he had ever seen. I hit the ceiling, too. In a bad temper, I wrote a blistering article for the January *Reporter* . . . giving the full name and address of the culprit, and awarding him the dubious honor of creating the alltime low in direct mail promotion (excepting, of course, the peddlers of outright pornography). I couldn't illustrate the piece or describe it in detail, for it contained four-letter words which are not acceptable in polite company. The promotion had been sent to advertising agencies, offering them "the funniest Xmas present of 1960." If this gadget were given to clients, the appeal claimed, it would shock them "into spasms of hilarity." The price was only \$5 . . . subject to an agency discount of 20%.

After completing the article . . . I filed a complaint with the Post Office Inspection Department . . . suggesting also that the Secret Service might be interested in the case, since the direct mail piece involved the name of the President (even though misspelled) in a ridiculing manner. It's not so well known, but the Secret Service keeps a close watch on mail sent out by people who threaten, defame or ridicule the office of the Presidency. That's how they catalog possible dangerous crackpots.

But after the temperature dropped a bit, I remembered some advice received just a few weeks previously from George Dugdale of Towson, Maryland. George always had been my staunchest supporter in the crusade to keep the mails clean. He watched for crooked offers; planted coded names on questionable deals; sent me samples and suggestions. In his most recent letter, he wondered why we (and the DMAA) beat around the bush in tracking down cases of fraud, misrepresentation and bad taste. Why didn't we have the guts to grab the telephone or write a letter and tell the culprit exactly what we thought of him (or her) and how we intended to expose the worthless deal?

Why not test George Dugdale's theory on the disgusting letter to advertising agencies? I sent a long, blistering telegram to the perpetrator . . . offering to give him a chance to explain how he had become embroiled in a project of such low taste; one that would give direct mail a black eye in some advertising agency circles.

After about a week, a three-page letter arrived . . . painfully typed personally by a businessman (president of three manufacturing companies) who had no connection with mail order. The letter was an abject apology. He had ordered the gadget made for a limited number of pals who were accustomed to low-type humor. A misguided friend in the premium field suggested that advertising agency people would go for it and would not be shocked by the vulgarity. That was how the piece came

to be created. Before my wire arrived, he had received agency letters demanding to be taken off the list, or rebuking him for such bad taste. He promised me that all remaining printed literature, including instructions with gadget, had been destroyed. He concluded with some advice for all advertisers which my old departed friend, Jack Carr, voiced about forty years ago: "Never mail out anything when you have the least doubt about its honesty or good taste. If there is *any doubt*, scrap it." Jack Carr would have added: "Never mail out anything which ridicules or offends any racial, religious or minority group."

BUT . . . In the same mail containing the letter of apology, came a letter from Alan Dugdale, telling me of the sudden death of his father the day before, asking me to pass along the sad news to many of George's friends in the mail order field. It seemed like such a strange coincidence; acting on George Dugdale's most recent suggestion for direct action; getting a satisfactory closing of a bad case on the same day as receiving news of George's death.

So you won't read the blistering article I had written earlier. I killed it. Why publicize an individual who made a bad mistake, and who has reformed? But if any of you hear some agencyman refer to this mailing (if it got by a shocked secretary) tell him that the deal has been scrapped. Instead of the exposé, I decided to devote most of this scuttlebutt to George Dugdale and what he stood for. Maybe I can light a spark which will flame into a memorial to George. No tangible memorial . . . but just a spirit among all of you to stop being timid, and really go after the racketeers, the crooks and those who lack good taste and hurt the good name of direct mail.

George Dugdale knew from experience that all these deals offering franchises for an easy way to get into the "fabulous mail order business" were bunches of baloney. "No experience necessary" is an absolute falsehood and has bilked thousands of poor people, including the handicapped, out of their paltry savings. George hated sham.

At one time he kidded the fanatical testers by publicizing a test he ran . . . showing a big difference in results on a 50-50 split of same identical list. The joker was that the two sections of the same list received identical pieces, same copy and format. Some months later, the same "test" brought results exactly in reverse.

He proved that there *is* room for a newcomer in mail order, but he needs something besides "no experience." Must have brains and marketing ability.

George Dugdale and his wife started the old Delane Brown mail order food business back around 1924. It was actually started on the kitchen table. Sales were

made by simple mimeographed post cards. Orders were packed in the basement of their apartment building and were taken to post office by the janitor. First item pushed was "fresh roasted peanuts." Other good food items were added in those days when few food items were offered by mail. Business prospered for a time but suffered in the crash of 1929 when Delane Brown had grown to 60 employees. George decided in 1933 to start a sideline, selling grass seed. The present Drumcliff Company of Towson, Maryland was born the day before President Roosevelt declared a bank holiday. In spite of the inauspicious time of beginning, the Drumcliff business prospered. New products were added, principally in lawn or garden-care lines.

Son Alan joined his dad in 1946, after leaving the Army. In 1953 the food-selling Delane Brown Company was voluntarily discontinued. Alan tells me he will continue the business . . . but will miss the guidance of the old pro who "was a mail order man from top to bottom." I, too, will miss his frequent letters and his urging to keep fighting for a cleaner, more honest use of the mail.

So . . . in memory of George Dugdale, I'm suggesting that the DMAA reactivate its Standards of Practice Committee. Let's take off the kid gloves. It should be done by an organization rather than by an individual, such as an editor of a trade paper. President Bob DeLay has a problem of getting a chairman and committee members who will actually stick their necks out on this ethics problem. All the readers of *The Reporter* can help. Report all suspicious cases to the DMAA, to *The Reporter* and to local Better Business Bureaus. Write hot complaint letters to the people who misuse the mail. You know the names of the fellows who are selling worthless mail order franchises. Write to them. Question their motives. Many of us knew the name of an outfit in New York which has recently been indicted for the alleged defrauding of customers by arranging for faked mailing certificates in collusion with postal employees. Why didn't we write the owner when we first heard the rumblings?

Why didn't we protest loudly when the scandal in the Sister Kenny Foundation in Minneapolis seemed imminent? Why didn't we write to the "board of directors" in Minneapolis and ask why they allowed their respectable names to be used in the questionable operation? Why don't we publicly expose the fellow who claims DMAA membership in selling his manual on how to get into the mail order business without brains and on a shoestring? The truth is: we've just been "chicken." We could clean up a lot of those scandals which hurt direct mail before they happen if we just had the intestinal fortitude to speak out.

PERHAPS WE SHOULD ADD another name to this proposed Dugdale Memorial to Good Ethics. Call it the Dugdale-Myers Memorial. Maybe you missed it in the papers, but when those two airplanes collided over New York, Garry Myers, Jr. and his nice wife, Mary, were carried to flaming death. Garry was president of High-lights for Children, a publishing house at 2300 W. Fifth Ave., Columbus, Ohio. He was also president of the Grandview (section) Board of Education. Garry was a faithful DMAA convention-goer. He was his usual friendly self at the recent convention at the Americana. He was another of our friends who quietly supported us in our efforts to get rid of the crooks and racketeers. He believed sincerely that we should scorn those who misrepresent; that only the truth was worth working with. Seems peculiar that two of the best believers in high

ethics should die within three days of each other.

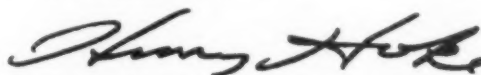
Let's make it the Dugdale-Myers Memorial Crusade in 1961 for better direct mail ethics. And in addition to campaigning against the outright crooks and racketeers, let's include the otherwise respectable operators who stoop to petty deceptions like faked registered reservation forms, phony Treasurer's Office corner cards, urgent airmail rubber stamps; notarized special discount forms; product judging offers and other devices to befuddle recipients.

WHILE ON THE SUBJECT of honesty, did you detect a new spirit of optimism on the part of editorialists, columnists and commentators during the closing weeks of a depressing 1960? As mentioned last month, all of us were living and working under a clouded atmosphere of untruths, half-truths and bewildering statements. On one side it was unpatriotic to say that our country had lost face abroad . . . that our prestige had declined. It wasn't proper to say that the economy was suffering, or that unemployment was increasing. Everything was painted as just fine and dandy. The flight of the dollar was kept under wraps. All this seems to have ended. Us little political children are being told the facts of life. We now know for certain that the next administration has no bed of roses. There are weighty problems to be solved . . . all around the world and here at home. But it's healthy to have the problems known and out in the open. I can't find fault with the selection of men who will take our top cabinet posts on January 20. All are intelligent, courageous men. They won't be afraid to face the problems. We should be willing to help.

EIGHT YEARS AGO when a businessman was appointed Postmaster General, we went overboard with enthusiasm; ran Arthur Summerfield's picture with an optimistic biographical story. Our enthusiasm was overplayed . . . so we'll reserve comment this time. It's too bad Mr. Summerfield managed to make so many enemies. In some quarters, he has done a good job, but he just couldn't get along with the Congress, his employees, or his customers. He had a complete blind spot in his unrealistic interpretation of the public service aspects of the Post Office. His departure will cause no sorrow.

We will all wish his successor, Edward Day of Prudential Life Insurance Company, Godspeed in learning the awe-inspiring ramifications of his 500,000-man operation. With Bill Brawley as Deputy Postmaster General, he will have a seasoned administrator who knows the ropes. Bill has been chief clerk of the Senate Post Office Committee. He'll know how to work smoothly with Congress. For his ideas on separating commercial and public service functions of the Post Office, see his fine article, "A New Philosophy for the Post Office," in the November 1959 issue of *The Reporter*. We can be safe with that kind of postal thinking. At any rate, it's a certainty that we will have a New Day in Post Office relations (perhaps a poor pun, but the truth). Let's hope it will be a Great Day.

Good luck to all of you in 1961 . . . and especially to our new Postmaster General,



3 Bluff View Drive
Clearwater, Florida
Telephone: JUniper 4-3848

DIRECT MAIL ADVERTISING AND SALES IDEAS

REPORTER REPRINTS

Reprints of Fact-Filled and Idea-Stimulating articles from The Reporter of Direct Mail Advertising:

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- 4 HOW IMPORTANT IS GOOD LETTERHEAD DESIGN? Let Joseph Koebel of R.O.H. Hill, Inc., New York tell you how to improve your letterhead 25¢
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- 7 SOME PLAIN THINKING ABOUT DIRECT MAIL: Four formulas on how to make your direct mail better. An outline for thinking 25¢
- 10 CAN YOU MEASURE DIRECT MAIL beyond usual method of counting reply cards? Yes ... thru readership studies. Leonard Raymond of Dickie-Raymond, Boston, reports of 5 studies giving results and illustrated material 35¢
- 24 INDUSTRIAL DIRECT MAIL—Agency man Bob DeLay, Waldie & Briggs, Chicago shows results of 4 direct mail programs for clients plus readership results of each. Mailings illustrated 25¢
- 25 CHECKLIST FOR SELLING ... This is a 50 step method used by Old American Insurance Co., Kansas City, Missouri for making sure (ahead of time) that their direct mail package (envelope, letter, business reply, order form) is complete and well designed. It'll help you prejudge your own direct mail 25¢
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- 28 HOW A MECHANIZED PUNCH CARD SYSTEM CAN HELP FUND RAISING BY MAIL. Basic information if you are faced with problems of volume addressing, tabulation, record keeping and follow up 25¢
- 29 HOW CUSTOMIZED DIRECT MAIL HELPED DOUBLE DALE CARNEGIE ENROLLMENTS IN THREE SHORT YEARS. Tells how to win prospects and influence specific market groups. Letters given 25¢
- 30 AN UNUSUAL SALES PROMOTION SERVICE. KGA's (NYC advertising agency) story about Talon and Crown Cork campaigns. Pieces illustrated. Gives well planned sales promotion and merchandising programs. 8 pages of helpful information 50¢
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- 21 HOW TO THINK ABOUT PRODUCTION AND MAILING: Contains an outline for training production and mailing supervisors. A 16-page supplement included free on list building, buying, renting and maintenance \$1.00
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- 23 1 complete set of ten direct mail books packed in Library Case Binder at \$12.50

... 1 ... 4 ... 5 ... 7 ... 10 ... 13 ... 14 ... 15
... 16 ... 17 ... 18 ... 19 ... 20 ... 21 ... 22 ... 23
... 24 ... 25 ... 27 ... 28 ... 29 ... 30 ... 31 ...

- ☐ Send me your quantity price sheet.
☐ I've checked items wanted above and am enclosing check in payment.

The Reporter of Direct Mail Advertising
224 - 7th Street, Garden City, N. Y.

Company
Name
Street Address
City Zone State



CAUGHT! a mailing error right at the scene



It is so reassuring to be able to count on the Phillipsburg Inserter's deadly accurate detection system to instantly catch and pinpoint a double-feed or an omission. Big and relatively small mailers are achieving faster and economical mailings with the Phillipsburg Inserter. Nothing escapes the Phillipsburg Inserter...no lost manhours, no costly space to accommodate large temporary or drafted crews, no missed mailing deadlines and no chance of embarrassing mailing errors caught by the receiver. There are so many mailing advantages and conveniences with a Phillipsburg Inserter!

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